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COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

GENERAL SUMMARY

January, 1961

Prepared by  
Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

## COMMUNIST PROPAGANDA ACTIVITIES IN INDIA - 1960

### GENERAL SUMMARY

The main instrumentalities of Communist propaganda activities during 1960 were front organizations, trade, cultural exchanges, press placement, publications, films, broadcasts and educational exchanges.

#### I. FRONT ORGANIZATIONS

A. The number of front organizations identified during the year 1960 increased to 47 as compared to 39 in 1959. The new organizations formed in 1960 were:

1. Afro-Asian Women's Conference
2. Chekchov Centenary Committee
3. Marxist Study Circle - Calcutta
4. Nav Jawan Sabha - Uttar Pradesh
5. Indo-Hungarian Cultural Committee
6. Indian Parliamentarians for Peace & Disarmament
7. 26th January Movement.

Two Organizations: All India Teachers' Federation(1959) and Society for Contemporary Studies(1956) are listed here for the first time in 1960. The Indian Council for Foreign Trade became inactive and was dissolved by its organizers during the year.

The most active front organizations were:

1. Afro-Asian Solidarity Committee
2. All India Kisan Sabha
3. All India Peace Council
4. All India Trade Union Congress
5. Indo-Soviet Cultural Society

#### B. Types of Front Organizations

<u>Type</u>	<u>1959</u>	<u>1960</u>
Friendship Societies	10	11
Peace and Disarmament	2	3
Women Organizations	3	4
Youth and Students	2	3

Labor and Peasants	4	4
Cultural Organizations	4	4
Art, Literary and Research	8	9
Professional Unions	4	5
Miscellaneous	2*	4
	<u>39</u>	<u>47</u>

\* One was dissolved in 1960

## II. GROWING ECONOMIC PARTNERSHIP

### A. Trade Delegations To and From India

<u>Country</u>	<u>To India</u>	<u>From India</u>
U.S.S.R.	18	9*
Toured East European Countries	-	3
Czechoslovakia	5	-
G.D.R.	4	-
Hungary	3	-
Poland	3	1
Rumania	1	-
	<u>34</u>	<u>13</u>

\* One delegation also visited East European Countries.

### B. Trade Exhibitions Held in India

<u>COUNTRY</u>	<u>Agri- culture</u>	<u>Scientific- Instruments</u>	<u>Heavy Machinery</u>	<u>Auto- mobiles</u>	<u>Textile Testing Instruments</u>	<u>TOTAL</u>
U.S.S.R.	2	-	1	-	-	3
China	1	-	-	-	-	1
Poland	1	4	-	1	-	6
G.D.R.	1	1	-	-	-	2
Mongolia	1	-	-	-	-	1
Hungary	-	-	-	-	2	2
	<u>6</u>	<u>5</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>15*</u>

\* The World Agriculture Fair continued into 1960 and included the pavilions of the USSR, China, Poland, GDR, and Mongolia

### C. Trade With the Private Sector

(a) The important developments in the sphere of trade with the private sector were the contracts signed by bloc-countries for importation of oil or for collaboration for the manufacture of motorcycles and scooters in India. The signatories to the contracts were:

1. The Hindustan Oil Co., Bombay: for the import of oil from the Soviet Union,
2. Ideal Motors, Bombay: for the manufacture of Czech Jazz motor cycles in India,
3. Escorts (Private) Ltd., New Delhi: for the manufacture of Polish scooters in India.

(b) Number of Indian Importers Dealing With Bloc Countries' Products

<u>Country</u>	<u>In 1959</u>	<u>In 1960</u>
U.S.S.R.	10	19
Czechoslovakia	5	47
Hungary	3	12
Poland	3	5
G. D. R.	1	9
Rumania	1	2
Bulgaria	-	2
	<u>23</u>	<u>96</u>

D. Public Sector Projects in which Bloc Countries are Involved

(a) Bloc Countries                      Projects Involved or Proposed Involvement

U.S.S.R.	29
Rumania	2
Czechoslovakia	3
G. D. R.	2
Hungary	7
Poland	4
	<u>47</u>

(b) List of Projects

U.S.S.R.

1. Central Mechanized Farm, Suratgarh
2. Heavy Machinery Building Plant, Ranchi
3. Thermal Electric Power Station, Neyveli
4. Coal Mining Plant
5. Geophysical Survey
6. Indian Institute of Technology
7. Radio Teletype Link
8. Mining Machinery Plant
9. Research Laboratory, Dehra Dun
10. Sindri Fertilizer Plant's Central Laboratory
11. Anti-biotics Factory, Rishikesh
12. Phyto-Chemical Factory, Neriamangham
13. Heavy Electrical Equipment Plant
14. Precision Instrument Manufacture
15. Korba Thermal Power Station

16. Singrauli Thermal Power Plant
17. Optical Glass Plant
18. Coalfields Development
19. Border Road Projects
20. Mechanical Farms
- 21.- Oil Processing, Barauni
22. Oil Exploration, Cambay
23. Fourth Refinery Project
24. Research & Control Laboratory and Steel Plant, Bhilai
25. Textile Mill, Dehra Dun
26. Bhakra Power House
27. Non-Ferrous Metal & Industrial Diamonds Project
28. Oil Drilling Equipment Manufacture
29. Five Pharmaceutical and Drug Projects

Rumania: 1. Nurmati and Barauni Oil Refineries

Czechoslovakia: 1. Heavy Foundry Forge, Ranchi  
2. Mangalore Port Expansion  
3. Mangalore - Hassan Rail Link

G.D.R.: 1. Neyveli Lignite Project  
2. Oil Extraction Plant

Hungary: 1. Bio-Gas Plant, Kanpur  
2. Bio-Gas Plant, New Delhi  
3. Bio-Fertilizers Producing Plants  
4. Mohara & Ganderbal (Kashmir) Hydro-power Plants  
5. Instrument Building Industry  
6. Indian Railway Car Plant

Poland: 1. Rolling Mill, Agra  
2. Praga Tools Factory Expansion, Hyderabad  
3. Tungabhadra Workshop Expansion, Andhra Pradesh  
4. Radio Component Manufacture

E. India's Balance of Trade with Bloc Countries(1957-1959)\*  
(In Lakhs of Rupees)

<u>Country</u>	<u>1957</u>	<u>1958</u>	<u>1959</u>
U.S.S.R.	- 515.03	+ 160.90	+ 1,370.23
Czechoslovakia	- 237.21	- 255.61	+ 51.69
China	- 116.66	- 186.10	+ 295.97
Poland	- 372.01	- 134.63	- 42.68
G.D.R.	+ 64.63	- 36.06	- 63.67
Hungary	- 47.20	- 1.35	- 165.09
Rumania	- 0.48	+ 11.60	+ 70.12
Bulgaria	- 10.52	+ 0.15	- 0.90
<b>Total:</b>	<b>-1,234.48</b>	<b>- 442.10</b>	<b>+ 1,514.47</b>

\* Figures for 1960 not yet available

### III. CULTURAL EXCHANGES

#### A. Delegations

<u>Country</u>	<u>Number of Delegations</u>	
	<u>To India</u>	<u>From India</u>
Soviet Union	41	34
China	4	4
Czechoslovakia	11	3
G. D. R.	8	1
Vietnam	2	1
Poland	7	1
Rumania	3	-
Hungary	4	1
Korea	1	-
All East European Countries except USSR	-	4
	<u>81</u>	<u>50</u>

#### B. Cultural & Art Exhibitions Organized in India

<u>Country</u>	<u>Exhibitions</u>
U.S.S.R.	15
Poland	4
Czechoslovakia	3
G. D. R.	3
Bulgaria	3
Hungary	1
China	1
Vietnam	1
Mongolia	1
Korea	1
	<u>33</u>

### IV. PRESS PLACEMENT

#### A. Press Agency

The Indian Communist Party controls the Indian Press Agency which was organized by it in 1958. The IPA caters to the need of 73 newspapers and periodicals either owned by the CPI or its front organizations.

#### B. Feature Syndicates

The Communist Missions in India floated the following feature syndicates in India. These syndicates supply stories to local language newspapers free of charge and are paid by the missions:

1. Hindustan News and Views Bureau, New Delhi
2. International Press Service, New Delhi
3. Sanjivh News Service, New Delhi
4. Punjabi Press Service, New Delhi
5. News and Views Bureau, Lucknow

V. PUBLICATIONS

A. Books and Pamphlets

<u>Source</u>	<u>Number of New Titles*</u>
Soviet Publications	166
Soviet Booklets - London	32
Peking Publications	43
G. D. R. Publications	37
Vietnam Publications	2
Hungarian Publications	2
Communist Country Missions in India	101
Communist Publishing Houses (India)*	28
Indian Front Organizations	8
** Commercial Publishers (India)	9
	<u>428</u>

\* Includes language titles

\*\* Under contract with local Soviet Embassy.

B. Periodicals

<u>Source</u>	<u>Imported into India</u>	<u>Printed by Communist Missions in India</u>
Moscow	13	23
China	12	3
Czechoslovakia	4	1
Rumania	4	2
Korea	3	-
Bulgaria	3	4
Vietnam	3	1
G. D. R.	3	1
Poland	4	1
Hungary	2	-
Mongolia	-	1
	<u>51</u>	<u>37</u>

Indian Communist Party and Front Organization Periodicals

International Front Organizations	10
Communist Party of India	43
Local Front Organizations	30
	<u>83</u>

C. Distribution and Promotion of Communist Literature

Importers of Literature	4
Importers and Publishers	6
Exporters and Publishers	2
Publishers only	11
Booksellers	47
Agents	46
	<u>116</u>

D. Rate of Commission Granted by Various Publishers on Communist Books

<u>Publisher</u>	<u>To Communist Bookshops</u>	<u>Other Retailers</u>
Moscow Publications	50 % on all orders	33-1/3% on all orders
Soviet Embassy Publications	40 % on all orders	25% if order worth Rs.150.00 16-1/3% on smaller orders
Peking Publications	...	40% on orders worth Rs.50.00 or more

VI. FILMS

A. New Titles of Films from Bloc Countries (1959-60)

<u>Country</u>	<u>Films Imported In 1959</u>	<u>Films Imported In 1960</u>	<u>Total</u>
Soviet Union	39	66	105
China	10	14	24
Czechoslovakia	59	8	67
G. D. R.	8	3	11
Hungary	2	9	11
Korea	4	-	4
Poland	11	6	17
Vietnam	2	3	5
Rumania	-	7	7
Bulgaria	-	3	3
Albania	-	1	1
	<u>135</u>	<u>120</u>	<u>225</u>

B. Indo-Soviet Cultural Society Film Shows

Total number of cities of which attendance figures are available	25
Total number of shows in these cities	569
Total Audience that attended these shows	317,120



## VII. RADIO

### A. Weekly Hours of Broadcast

<u>Language</u>	<u>Soviet Union</u>	<u>China</u>
English	15.45	7.00
Hindi	12.15	7.00
Bengali	7.00	-
Urdu	8.45	-
Tamil	3.30	-
	<u>47.15</u>	<u>14.00</u>

### B. Special Programs During 1960

1. On the visit of the former president, Voroshilov, to India.
2. On the Soviet pavilion at the World Agriculture Fair.
3. On N.S. Khrushchev's visit to India.
4. On the visit of N.S. Khrushchev to Bhilai Steel Plant
5. Rabindranath Tagore in the USSR.

## VIII. EDUCATIONAL EXCHANGES

### Total Number of Indian Personnel for Training or Higher Studies In Bloc Countries

<u>Country</u>	<u>Study Scholarships</u>	<u>Training under Separate Agree- ments</u>	<u>Total</u>
U.S.S.R.	73	25	98
China	6	-	6
Czechoslovakia	15	145	160
Bulgaria	2	-	2
G. D. R.	80	-	80
Hungary	3	10	13
Rumania	5	48	53
	<u>184</u>	<u>228</u>	<u>412</u>

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COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

PUBLICATIONS PROGRAM

January, 1961

Prepared by

Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

## PUBLICATIONS PROGRAM

### (1) BOOKS AND PAMPHLETS

#### A. A Short Summary

During 1960, four hundred and twenty-eight Communist books and pamphlets were imported or printed in India.

The Communist missions in India printed locally 101 books and pamphlets in various languages, and exported to India 282.

The Indian Communist and commercial publishers printed 28 and 9 titles respectively. The front organizations contributed another 8 books and pamphlets.

Two important developments, during the year were : (1) publication of Russian science text books in India and (2) the importation of Western classics printed by the Seven Seas Books from the German Democratic Republic.

The English translations of Russian science books were printed by the Hindustan Publishing Corporation (India) Delhi under contract with the Information Department of the Soviet Embassy in India.

The German Democratic Republic exported to India 33 English language titles published by the Seven Seas Books. These titles, several of which were marked "not for sale in Canada and the U.S.A.", were mostly reproductions of Western classics including those of Mark Twain and Charles Dickens. These titles included some by left wing American writers and classics which belong in the category of social protest literature of an earlier period.

TABLE I

TOTAL NUMBER OF BOOKS AND PAMPHLETS PRINTED IN INDIA OR EXPORTED TO INDIA

1960

Sources	'English'	Hindi	Urdu	'Bengali'	Tamil	'Malayalam'	'Panjabi'	Total
Soviet Union	224	36	10	15	3	4	4	296
Chinese	45	-	-	-	-	-	-	45
Mongolian	1	-	-	-	-	-	-	1
German Democratic Republic	36	1	-	-	-	-	-	37
Vietnam	2	-	-	-	-	-	-	2
Hungary	2	-	-	-	-	-	-	2
Local Publishing (Communist) Units	22	4	-	2	-	-	-	28
Local Front Organisations	5	3	-	-	-	-	-	8
Commercial Publishing Houses	9	-	-	-	-	-	-	9
Total	346	44	10	17	3	4	4	428

TABLE II  
BOOKS AND PAMPHLETS PUBLISHED IN INDIA  
1960

Publisher	English	Hindi	Urdu	Bengali	Tamil	Malayalam	Punjabi	Total	
<u>Communist Missions</u>									
1. Soviet	46	27	6	10	1	4	4	98	
2. Chinese	2	-	-	-	-	-	-	2	
3. Mongolian	1	-	-	-	-	-	-	1	
<u>Communist Publishing Houses</u>									
4. People's Publishing House	14	2	-	-	-	-	-	16	
5. National Book Agency	5	-	-	2	-	-	-	7	1
6. Lokyudh Parkashan	-	2	-	-	-	-	-	2	2
7. New Literature	3	-	-	-	-	-	-	3	1
<u>Front Organisations</u>									
8. All India Trade Union Congress	2	-	-	-	-	-	-	2	
9. Society for Contemporary Studies	1	1	-	-	-	-	-	2	
10. Indo-Soviet Cultural Society	1	1	-	-	-	-	-	2	
11. All India Peace Council	-	1	-	-	-	-	-	1	
12. Indian Parliamentarians for Peace and Disarmament	1	-	-	-	-	-	-	1	
<u>Commercial Publishing Houses</u>									
13. Hindustan Publishing Corporation	9	-	-	-	-	-	-	9	
Total	85	34	6	12	1	4	4	146	

TABLE III  
BOOKS & PAMPHLETS EXPORTED TO INDIA  
1960

No.	Exporters to India	Classics	Fiction	CHILDREN		Social	Science	Albums	Sports	Art	Trade Union	Ref-Picture		Total
				Pro School Age	Middle School							ore-nce	Post-Cards	
1.	Foreign Languages Publishing House, Moscow	30	10	15*	18**	26(a)	28	15	2	9	-	8	-	161
2.	Trade Union Publishing House, Profizdat (USSR)	-	-	-	-	-	-	-	-	-	5	-	-	5
3.	Soviet Booklets-London	-	-	-	-	32	-	-	-	-	-	-	-	32
4.	Foreign Languages Press Peking	-	3	-	-	29	-	1	-	1	-	-	9	43
5.	Foreign Languages Press, GDR	-	-	-	-	4(b)	-	-	-	-	-	-	-	4
6.	Seven Seas Books, GDR	5	24	-	-	4	-	-	-	-	-	-	-	33
7.	Publishing House, Vietnam	-	-	-	-	2	-	-	-	-	-	-	-	2
8.	Publishing House, Hungary	-	-	-	-	2	-	-	-	-	-	-	-	2
Total		35	37	15	18	99	28	16	2	10	5	8	9	282

Note: All titles were in English except otherwise indicated.

\* Five titles in Bengali, three in Urdu, one in Tamil.

\*\* Five titles in Hindi, one in Tamil.

(a) Four titles in Hindi, one in Urdu.

(b) One title in Hindi.

TABLE IV  
LIST OF BOOKS & PAMPHLETS PRINTED IN INDIA BY COMMUNIST PUBLISHING HOUSES

1960

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
<u>PUBLISHER: People's Publishing House</u> Private Limited, Jhandewallan New Delhi						
1.	Philosophy for Socialists	Maurice Cornforth	-	English	72	1.50
2.	Dange's Speech on the Budget	-	-	English	8	.12
3.	Progress of Land Reform	N.Prasada Rao	2,000	English	108	1.25
4.	The Mahatama & the Ism	EMS Namboodiripad	2,000	English	144	3.75
5.	Rule of Terror in Central Travancore	A.K.Gopalan MP	2,000	English	24	.24
6.	Development of Economic Ideas in India	Dr.F.Gopalakrishana	-	English	240	-
7.	Anatomy of the Kerala Coup	H.Austin	-	English	200	-
8.	Twenty Eight Months in Kerala	EMS Namboodiripad	-	English	150	2.00
9.	Atomic energy for India	Dr.Kosambi	-	English	24	-
10.	Gandhiji - A Study	Hiren Mukerjee MP	-	English	150	-

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
11.	Communist Party of India - Formation Years 1921 - 1933	Mujjaffar Ahmed	-	English	42	.56
12.	Stalin & His Work	-	-	English	16	.20
13.	Documents of the Meeting of Repre- sentatives of the Communist & Workers Parties	-	-	English	56	.20
14.	War, Peace and Socialism	-	-	English	104	.75
15.	Albert Einstein	-	2,000	Hindi	80	1.50
16.	Chinese Communes	Dr. Rahul	-	Hindi	-	.75

PUBLISHER: New Literature, Tropical  
Building, New Delhi

17.	India and Lenin	Anand Gupta	-	English	96	2.00
18.	American Policy Towards India	S.F.Venkataraman	-	English	24	.50
19.	Afro-Asian Must Answer Nato	C.G.S. Naydu	-	English	20	.50

PUBLISHER: Lokyudh Parkashan  
Jodhpur

20.	Recollections of Lenin	-	-	Hindi	-	4.50
21.	Biography and Writings of Mao-Tse- Tung	-	-	Hindi	-	8.30



No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
<u>PUBLISHER:</u> National Book Agency (Private) Ltd., 12, Bankim Chatterjee Street, Calcutta						
22.	Witnessing China with Eyes	Hemanga Biswas	-	English	52	.75
23.	With Nehru in China	D. Dasgupta	-	English	-	2.50
24.	Dialectical Materialism Vol I	-	-	English	-	2.75
25.	Dialectical Materialism Vol II	-	-	English	-	3.75
26.	Notes on the Bengal Renaissance	Amrit Sen	-	English	-	1.25
27.	CFI Years of Formation	Mujjaffar Ahmed	-	Bengali	-	.56
28.	Gandhiji-A Study	Hiren Mukerjee	-	Bengali	-	5.00

TABLE V  
LIST OF BOOKS AND PAMPHLETS PRINTED IN INDIA BY FRONT ORGANISATIONS  
1960

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
<u>PUBLISHER: Indo-Soviet Friendship Society,</u> Bombay						
1.	Jawaharlal Nehru - 70 years	Articles contributed	-	English	-	2.00
2.	Beyond the Hindukush Mountains	Laxmi Devi	-	Hindi	161	6.00
<u>PUBLISHER: All India Peace Council,</u> New Delhi						
3.	Bulgarian Poems	Translated	-	Hindi	-	2.00
<u>PUBLISHER: Indian Parliamentarians For</u> Peace & Disarmament, New Delhi						
4.	Disarmament	-	-	English	-	1.25
<u>PUBLISHER: All India Trade Union Congress</u> Bombay						
5.	Report of the Textile Wage Board and AITUC Memorandum to the Wage Board	-	-	English	-	3.00
6.	Five Glorious Days Vol I	-	-	English	-	3.50

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
PUBLISHER: Society for Contemporary Studies New Delhi						
7.	Look Out Asia ! US on the Offensive!		500	English	29	.50
8.	Look Out Asia ! US on the Offensive!		500	Hindi	30	.50

TABLE VI

## LIST OF BOOKS AND PAMPHLETS PRINTED BY COMMERCIAL PUBLISHERS IN INDIA

(TRANSLATION OF SOVIET SCIENCE TEXT BOOKS)

1960

No.	Title	Author	Language	Pages	Price Rs.nP.	Price \$
PUBLISHER: The Hindustan Publishing Corporation (India) Jawahar Nagar New Delhi						
1.	A Course of Mathematical Analysis	A.I. Khinchin	English	670	40.00	10.00
2.	Lectures on Linear Integral Theory	S.G. Mikhlin	English	230	30.00	7.00
3.	Linear Operations & Approximation Theory	P.P. Korovkin	English	225	25.00	6.00
4.	Elements of Functional Analysis	Lusternik & Sobolev	English	300	30.00	7.50
5.	Differential Equations	L.E. El'sgol'ts	English	300	30.00	7.50
6.	Analytical Theory of Statistical Physics	A.I. Khinchin	English	100	12.00	3.00
7.	Elements of Theory of Games	E.S. Ventzel	English	100	12.00	3.00
8.	Photoproduction & Scattering of $\pi$ -Mesons	N.F. Nelipa	English	100	12.00	3.00
9.	Artificial Satellites of the Earth	V. Petrov	English	300	20.00	5.00

TABLE VII  
LIST OF BOOKS AND PAMPHLETS PRINTED BY COMMUNIST MISSIONS IN INDIA  
1960

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
<u>PUBLISHER:</u> Information Department of the Soviet Embassy in India						
1.	To Live in Peace & Friendship	-	50,000	English	250	.75
2.	N.S. Khrushchev's Short Biography	-	50,000	English	-	-
3.	USSR 1959-1960 - A Short Guide	-	30,000	English	92	.20
4.	Economic Co-operation of the USSR with the Countries of the East	V.Tolstikov	-	English	42	.20
5.	How Material Wealth is Distributed in the Soviet Union	-	10,000	English	32	.20
6.	We Know Our Tomorrow	-	-	English	-	-
7.	Disarmament - The Way to Secure Peace & Friendship among the Nations	N.S.Khrushchev	30,000	English	68	.20
8.	Today and Tomorrow of Our Co- operative Farming	-	30,000	English	-	-
9.	For the Good of Man	Ioffe & Krylov	50,000	English	58	.20

No.	Title	Author	'Copies Printed'	'Language'	'Pages'	Price Rs.nP
10.	What is a State Farm?	-	-	English	-	-
11.	Soviet Georgia	G.Javakhishvili	-	English	36	.20
12.	Soviet Armenia	K.Dikambayev	-	English	42	.20
13.	Soviet Turkmenia	B.Ovezov	-	English	36	.20
14.	Soviet Kirghizia	K.Dikambayev	-	English	48	.20
15.	Soviet Azerbaijan	M.Iskeynderov	-	English	48	.20
16.	How the Agrarian Problem was Solved in the USSR	-	-	English	48	-
17.	International Situation & Soviet Foreign Policy	-	-	English	48	-
18.	Development of Maternal and Child Health Services in Saurashtra	M.J. Bhatt & O.Makeyev	3,000	English	64	.20
19.	What Soviet People Get Besides Wages	A.V.Javeyrov	50,000	English	48	.20
20.	Second & Third Space Rockets	-	-	English	64	.20
21.	Nations in the Soviet Union	-	-	English	32	.20
22.	Azerbaijan - A Flourishing Land	-	-	English	32	.20
23.	Kazakhstan & Seven Year Plan	-	1,000	English	32	.20

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
24.	Kolkhoz - Collective Farming in the Soviet Union	-	30,000	English	48	.20
25.	Seven Year Plan of Soviet Agriculture	I.I. Sinyagin	-	English	60	.20
26.	On Peaceful Co-existence	-	-	English	60	.20
27.	For General and Complete Disarmament	-	-	English	-	-
28.	People Must Live As Good Neighbours	-	-	English	-	-
29.	Our Time Can and Must Become the Time of Peace and Progress	-	-	English	-	-
30.	Soviet Citizen and The Seven Year Plan	-	-	English	-	-
31.	Soviet Laws	-	-	English	-	-
32.	Concerning the Abolition of Taxes on Factory and Office Workers and other Measures to Advance the well-being of the Soviet People	N.S. Khrushchev	-	English	96	.20
33.	N.S. Khrushchev's Press Conference in Paris	-	50,000	English	24	.20
34.	Soviet Uzbekistan	-	10,000	English	48	.20
35.	N.S. Khrushchev's Statement at the Preliminary Session of the Summit Conference	-	50,000	English	8	-

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
36.	Peace in Europe - Peace Throughout the World	N.S. Khrushchev	-	English	20	.10
37.	Realisation of Lenin's Ideas	O.V. Kuusinen	-	English	24	.10
38.	American Air Scout Shot Down by Soviet Rocket	-	-	English	48	.20
39.	Work Creatively to Strengthen the Cause of Peace, to Ensure Victory in the Economic Competition with Capitalism	N.S. Khrushchev	50,000	English	60	.20
40.	Soviet Union - Faithful Friend of the Peoples of East	N.S. Khrushchev	-	English	200	.75
41.	A Mission of Peace	-	-	English	48	.20
42.	Make Full Use of Potentialities to Promote Agriculture	-	30,000	English	48	.20
43.	For the Highest Level of Health	-	-	English	28	.20
44.	Second Soviet Spaceship	-	-	English	50	.20
45.	We are for Lasting Peace Freedom of Peoples	N.S. Khrushchev	-	English	56	.20
46.	Freedom and Independence to All Colonial Peoples! Solve the Problem of General Disarmament!	N.S. Khrushchev	-	English	106	.20



No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
47.	To Live in Peace and Friendship	-	-	Hindi	-	-
48.	N.S. Khrushchev's Short Biography	-	15,000	Hindi	36	.20
49.	USSR 1959-1960, A Short Guide	-	10,000	Hindi	130	.20
50.	We Know Our Tomorrow	-	-	Hindi	-	-
51.	Disarmament - The Way to Secure Peace and Friendship Among the Nations	N.S. Khrushchev	-	Hindi	-	.20
52.	Today and Tomorrow of Our Collect- ive Farming	-	-	Hindi	-	-
53.	For the Good of Man	Ioffe & Krylov	-	Hindi	60	.20
54.	What is a State Farm?	-	-	Hindi	-	-
55.	Soviet Armenia	K.Dikambayev	-	Hindi	42	.20
56.	Soviet Turkmenia	B.Ovezev	-	Hindi	36	.20
57.	Soviet Kirghizia	K.Dikambayev	-	Hindi	56	.20
58.	Soviet Azerbaijan	-	-	Hindi	52	.20
59.	How the Agrarian Problem was Solved in the USSR	-	-	Hindi	-	-
60.	International Situation and Soviet Foreign Policy	-	-	Hindi	48	.20

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
61.	What Soviet People Get Besides Wages	A.V. Javeyrov	-	Hindi	50	.20
62.	Nations in the Soviet Union	-	-	Hindi	-	-
63.	Kazakhstan and the Seven Year Plan	-	-	Hindi	48	.20
64.	Seven Year Plan of Soviet Agriculture	I.I. Sinyagin	-	Hindi	52	.20
65.	On Peaceful Co-existence	-	-	Hindi	-	-
66.	For General and Complete Disarmament	-	-	Hindi	60	.20
67.	Peoples Must Live as Good Neighbours	-	-	Hindi	-	-
68.	Our Time Can and Must Become the Time of Peace and Progress	-	-	Hindi	-	-
69.	Economic Co-operation of the USSR with the Countries of the East	V. Tolstikov	-	Hindi	48	.20
70.	American Air Scout Shot Down by Soviet Rocket	-	-	Hindi	48	.20
71.	Soviet Union - Faithful Friend of the Peoples of the East	N.S. Khrushchev	-	Hindi	200	.75
72.	A Mission of Goodwill	-	-	Hindi	48	.20
73.	Kolkhoz Collective Farming in the USSR	-	20,000	Hindi	48	.20

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
74.	To Live in Peace and Friendship	-	-	Bengali	-	-
75.	N.S. Khrushchev's Short Biography	-	-	Bengali	-	-
76.	We Know Our Tomorrow	-	-	Bengali	-	-
77.	Disarmament	-	-	Bengali	-	-
78.	For the Good of Man	-	-	Bengali	-	-
79.	International Situation and Soviet Foreign Policy	-	-	Bengali	-	-
80.	On Peaceful Co-existence	-	-	Bengali	-	-
81.	For General and Complete Disarmament	-	-	Bengali	-	-
82.	Soviet Union - Faithful Friend of the Peoples of the East	N.S. Khrushchev	-	Bengali	-	-
83.	A Mission of Goodwill	-	-	Bengali	-	-
84.	N.S. Khrushchev's Short Biography	-	-	Urdu	-	-
85.	Disarmament - The Way to Secure Peace and Friendship Among the Nations	N.S. Khrushchev	-	Urdu	-	-
86.	What the Soviet People Get Beside Wages	A.V. Javeyrev	-	Urdu	-	-
87.	Nations in the Soviet Union	-	-	Urdu	-	-

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
88.	Soviet Union - Faithful Friend of the Peoples of the East	N.S.Khrushchev	-	Urdu	-	-
89.	Seven Year Plan of Soviet Agriculture	I.I. Sinyagin	-	Urdu	-	-
90.	N.S.Khrushchev's Short Biography	-	-	Tamil	-	-
91.	What is a State Farm?	-	-	Panjabi	-	-
92.	What the Soviet People Got Besides Wages	A.V.Javeyrev	-	Panjabi	-	-
93.	Seven Year Plan of Soviet Agriculture	I.I. Sinyagin	-	Panjabi	-	-
94.	Concerning the Abolition of Taxes on Factory and Office Workers and Other Measures to Advance the Well-being of the Soviet People	N.S.Khrushchev	10,000	Panjabi	105	.20
95.	International Situation and Soviet Foreign Policy	-	-	Malayalam	-	-
96.	On Peaceful Co-existence	-	-	Malayalam	-	-
97.	For General and Complete Disarmament	-	-	Malayalam	-	-
98.	Our Time Can and Must Become the Time of Peace and Progress	-	-	Malayalam	-	-

No.	Title	Author	Copies Printed	Language	Pages	Price Rs.nP
<u>PUBLISHER: Embassy of the People's Republic of China</u>						
99.	Development in Agriculture	-	36,500	English	-	.20
100.	Premier Chou-en Lai's Visit to Burma, India and Nepal	-	6,200	English	52	.25
<u>PUBLISHER: Embassy of the Mongolian People's Republic</u>						
101.	Mongolia	-	10,000	English	-	.50

TABLE VIII  
LIST OF BOOKS AND PAMPHLETS EXPORTED TO INDIA  
1960

No	Title	Author	Type	Language	Pages	Price Rs.nP
<u>PUBLISHER: Foreign Languages Publishing House, Moscow</u>						
1.	The Cherry Orchard	A. Chekov	Classic	English	140	.56
2.	Short Novels and Stories	A. Chekov	Classic	English	384	2.56
3.	Three Years	A. Chekov	Classic	English	140	.94
4.	The Insulted and Humiliated	F. Dostoyevsky	Classic	English	460	3.37
5.	My Uncle's Dream	F. Dostoyevsky	Classic	English	406	2.64
6.	Notes from a Dead House	F. Dostoyevsky	Classic	English	342	2.50
7.	White Nights	F. Dostoyevsky	Classic	English	296	1.50
8.	Evening Near the Village of Dikanka	N. Popal	Classic	English	278	2.25
9.	Mirgorod	N. Popal	Classic	English	296	2.00
10.	Taras Bulba	N. Popal	Classic	English	144	.75
11.	The Same Old Story	I. Goncharov	Classic	English	440	2.81
12.	The Garnet Bracelet and other Stories	A. Kuprin	Classic	English	382	2.50
13.	A Hero of Our Time	M. Lermontov	Classic	English	174	1.87

No	Title	Author	Type	Language	Pages	Price Rs.nP
14.	The Enchanted Wanderer and Other Stories	N.Leskov	Classic	English	346	2.50
15.	Dubrosky	A.Pubkin	Classic	English	136	.59
16.	The Tales of Ivan Belkin	A.Pubkin	Classic	English	112	1.12
17.	Tales	M.S.Shchedrin	Classic	English	200	1.37
18.	Resurrection	Tolstoi	Classic	English	574	3.19
19.	Father Sergius	Tolstoi	Classic	English	96	.37
20.	Mumu	I.Turgenov	Classic	English	78	.31
21.	A Nest of the Gentry	I.Turgenov	Classic	English	198	1.56
22.	On The Eve	I.Turgenov	Classic	English	180	1.31
23.	Rudin	I.Turgenov	Classic	English	138	1.87
24.	Shadowed Path	I.Bunin	Classic	English	454	2.06
25.	Boa Constrictor and other Stories	I.Franko	Classic	English	294	2.00
26.	The Bewitched Tailor	S.Aleikhem	Classic	English	171	1.25
27.	Literary Portraits	M.Gorky	Classic	English	310	1.56
28.	Tales of Italy	M.Gorky	Classic	English	294	1.31
29.	The Three	M.Gorky	Classic	English	240	2.06

No.	Title	Author	Type	Language	Pages	Price Rs.nP
30.	Foma Gordeyev	M.Gorky	Classic	English	360	2.62
31.	Such a Simple Thing	-	Fiction	English	456	2.75
32.	Dreams	Nagibin	Fiction	English	164	0.62
33.	Jamila	Aitmotov	Fiction	English	88	0.31
34.	Outside Paradise and Other Stories	A.Upits	Fiction	English	368	2.44
35.	The Hand of a Great Master	K.Gamaskhurdia	Fiction	English	418	2.94 - 0
36.	The Forty First	B.Lavrenyov	Fiction	English	190	1.62
37.	I Speak From the Grave	M.Parkhamov	Fiction	English	196	.62
38.	Four Lives	N.Adayam	Fiction	English	162	.87
39.	Pages from My Own Story	S.Ain	Fiction	English	126	.62
40.	On the Trail	I.Armilev	Fiction	English	346	.44
41.	Little Verses for Little Folks	A.Barto	Children P.S.A*	English	62	.31
42.	The Chick Drawings	K.Chukovsky	Children P.S.A*	English	12	.19
43.	My Friend	S.Mikhakov	Children PSA*	English	55	.31
44.	Rabbit Noze in The Air	S.Mikhakov	Children PSA*	English	64	1.00
45.	Boys and Ducklings	M.Prishvin	Children PSA*	English	16	.37

\* Children - pre school age.



No.	Title	Author	Type	Language	Pages	Price Rs.nP
46.	Wash 'Em Clean	K.Chukosky	Children FSA*	English	24	.37
47.	The Pipe	-	Children FSA*	Tamil	-	-
48.	Heroes of Brest Fortress	-	Children FSA*	Bengali	-	-
49.	Star Stories	-	Children FSA*	Bengali	-	-
50.	Russian Folk Tales	-	Children FSA*	Bengali	-	-
51.	Maxima	-	Children FSA*	Bengali	-	-
52.	The Dirt	-	Children FSA*	Bengali	-	-
53.	The Fall of Ivan Chopin	-	Children FSA*	Urdu	-	-
54.	Son-in-Law	-	Children FSA*	Urdu	-	-
55.	Ravi and Shashi	-	Children FSA*	Urdu	-	-
56.	Early Dawn	L.Kassil	Children MSSA#	English	79	.62
57.	Dersu Uzala	A.Svirsky	Children MSSA#	English	364	2.00
58.	The Old Fortress	V.Arsonsky	Children MSSA#	English	854	4.69
59.	Do You Know?	Ilyain & Segal	Children MSSA#	English	278	2.50
60.	Twelve Months	S.Marshak	Children MSSA#	English	110	.94
61.	Rook-Herald of Spring	S.Mstislavsky	Children MSSA#	English	416	1.94

\* Children - Pre School Age

No.	Title	Author	Type	Language	Pages	Price Rs.nP
62.	Stozhari Village	A.Musatov	Children MSSA <sup>#</sup>	English	235	1.37
63.	School boys	N. Nosov	Children MSSA <sup>#</sup>	English	184	1.19
64.	Plutonia	V. Obruchev	Children MSSA <sup>#</sup>	English	327	2.50
65.	Sannikovland	V. Obruchev	Children MSSA <sup>#</sup>	English	372	2.12
66.	The Little Humpbacked Horse	F.Yershov	Children MSSA <sup>#</sup>	English	105	2.06
67.	Crack Team	Y. Sotnik	Children MSSA <sup>#</sup>	English	170	1.12
68.	The Fate of a Man	-	Children MSSA <sup>#</sup>	Tamil	-	-
69.	The Road to Life	-	Children MSSA <sup>#</sup>	Hindi	-	-
70.	Childhood, Boyhood, Youth	-	Children MSSA <sup>#</sup>	Hindi	-	-
71.	A Hunter's Sketches	-	Children MSSA <sup>#</sup>	Hindi	-	-
72.	Chuk & Gek	-	Children MSSA <sup>#</sup>	Hindi	-	-
73.	Picture Stories	-	Children MSSA <sup>#</sup>	Hindi	-	-

# Children - Middle and Secondary School Age

No.	Title	Author	Type	Language	Pages	Price Rs.nP
74.	Soviet State Law(New Edition)	Denisov & Kiricheuko	S & Pol <sup>///</sup>	English	462	2.69
75.	Soviet Statistics	Donisov & Kiricheuko	S & Pol <sup>///</sup>	English	134	1.25
76.	Economic Geography of the USSR	N.Baransky	S & Pol <sup>///</sup>	English	414	3.00
77.	Soviet Budget	V.Larov	S & Pol <sup>///</sup>	English	76	0.25
78.	Forty Years of Public Education in the USSR	M.Deineko	S & Pol <sup>///</sup>	English	118	0.31
79.	The Land of Soviets	M.Deineko	S & Pol <sup>///</sup>	English	254	1.25
80.	Soviet Tadjikistan	P.Luknitsky	S & Pol <sup>///</sup>	English	254	2.12
81.	Pages From Lenin's Life	L.Fotieva	S & Pol <sup>///</sup>	English	194	0.81
82.	Wages in the USSR	T.Kostin	S & Pol <sup>///</sup>	English	72	0.12
83.	Disarmament for Durable Peace & Friendship	N.S.Khrushchev	S & Pol <sup>///</sup>	English	80	0.12
84.	Modern History Part I	A.Effimov	S & Pol <sup>///</sup>	English	192	1.69
85.	Modern History Part II	Galkin & Others	S & Pol <sup>///</sup>	English	138	1.37
86.	Economic Geography of Foreign Countries	I.I.Mamayev	S & Pol <sup>///</sup>	English	342	2.44
87.	For Victory in Peaceful Competition with Capitalism	N.S.Khrushchev	S & Pol <sup>///</sup>	English	784	2.25

/// Social and Political Literature

No.	Title	Author	Type	Language	Pages	Price Rs.nP
88.	USSR Today and Tomorrow	-	S & Pol <sup>1/11</sup>	English	320	1.56
89.	Face to Face with America	N.S.Khrushchev	S & Pol <sup>1/11</sup>	English	615	1.25
90.	The Grand Plan	-	S & Pol <sup>1/11</sup>	English	190	0.50
91.	Fundamental of Soviet Criminal Legislative, the Judicial System and Criminal Court Procedure	-	S & Pol <sup>1/11</sup>	English	102	0.62
92.	Housing in the USSR	-	S & Pol <sup>1/11</sup>	English	135	0.75
93.	Nikita's Voyage Beyond Three Seas	-	S & Pol <sup>1/11</sup>	English	-	-
94.	Outline History of the USSR	-	S & Pol <sup>1/11</sup>	English	450	4.12
95.	Socialism: Utopian & Scientific	-	S & Pol <sup>1/11</sup>	Hindi	-	-
96.	Clinics at Soviet Industrial Enterprises	-	S & Pol <sup>1/11</sup>	Hindi	-	-
97.	On Education	-	S & Pol <sup>1/11</sup>	Hindi	-	-
98.	On the National & Liberation Movement of the People's of the East	Lenin	S & Pol <sup>1/11</sup>	Hindi	-	-
99.	On the National & Liberation Movement of the People's of the East	Lenin	S & Pol <sup>1/11</sup>	Urdu	-	-
100.	Nuclear Power	D.Voskoboynik	Science-HSS**	English	152	1.56

\*\* Science-High School Standard

No.	Title	Author	Type	Language	Pages	Price Rs.nF
101.	The Word as a Physiological and Therapeutic Factor	K. Platonov	Science-US***	English	454	9.37
102.	The Origin of Man	M. Nesturkh	Science-US***	English	354	6.25
103.	Prevention of Maternal & Infant Diseases	O. Mareyeva	Science-US***	English	266	3.12
104.	The Training of Scientists	-	Science-HSS**	English	210	2.06
105.	Celestial Mechanics	Y. Ryabov	Science-US***	English	168	2.81
106.	Mineral Wealth of the USSR	P. Antropov	Science-HSS**	English	77	-
107.	A Soviet Automatic Plant	A. Erivansky	Science-HSS**	English	86	-
108.	Soviet Electric Power Development and Prospects	A. Markin	Science-HSS**	English	135	-
109.	Solar Physics	A. Severny	Science-US***	English	174	.94
110.	The Life of the Plant	Timiryazov & Klement	Science-US***	English	430	2.81
111.	Selected Works of I. Pavlov	-	Science-US***	English	654	2.81
112.	Energetics	-	Science-US***	English	288	2.50
113.	The Cerebral Cortex and the Internal Organs	Bykov	Science-US***	English	460	9.37

\*\*\* Science-University Standard

No.	Title	Author	Type	Language	Pages	Price Rs.nP
114.	Siberia's Hydro-Power Projects	M.Tsunts	Science-Pop+	English	48	-
115.	The Ionosphere and its Riddles	-	Science-Pop+	English	64	.31
116.	Nuclear Explosions	-	Science-Pop+	English	140	.50
117.	A Theory of Earth's Origin	-	Science-Pop+	English	139	1.25
118.	Cruising In The Antarctic	-	Science-Pop+	English	76	1.25
119.	Soviet Iron and Steel Industry	L.Roitburd	Science-Pop+	English	116	-
120.	The Meteors	-	Science-Pop+	English	120	-
121.	Tsimlyansleaya Project	N.Razin	Science-Pop+	English	148	-
122.	Origin of Earth & Planets	-	Science-Pop+	English	88	.56
123.	Control of Communicable Diseases in the USSR	V.Zhdanov	Science-Pop+	English	98	.44
124.	The Land of the Corn	-	Science-Pop+	English	255	.75
125.	What Soviet Scientists are Working On	-	Science-RSS**	English	72	.25
126.	Achievement of Soviet Medicine	-	Science-US***	English	92	.50
127.	First Photographs of the Reverse Side of the Moon	-	Science-Pop+	English	35	.60

+ Science - Popular

No.	Title	Author	Type	Language	Pages	Price Rs. nP
128.	Ivan Shadr	Y. Kalpinsky	Albums	English	84	2.15
129.	The Black Sea Coast of the Soviet Union	Y. Kalpinsky	Albums	English	182	1.25
130.	English Art, the Hermitage	Y. Kalpinsky	Albums	English	22	0.75
131.	Foreign Visitors at the Agricultural Exhibition	Y. Kalpinsky	Albums	English	120	2.50
132.	Petrodvorets	Fyodorova & Raskin	Albums	English	142	1.50
133.	Moscow A Short Guide	Fyodorova & Raskin	Albums	English	293	2.00
134.	The Russian Museum	Fyodorova & Raskin	Albums	English	113	1.00
135.	Time, Events, People	Fyodorova & Raskin	Albums	English	350	13.69
136.	Tolstoi's Moscow Home	Fyodorova & Raskin	Albums	English	103	0.50
137.	The Tretyakov Gallery	Fyodorova & Raskin	Albums	English	93	1.00
138.	View of the USSR	Fyodorova & Raskin	Albums	English	270	6.25
139.	Moscow	Fyodorova & Raskin	Albums	English	-	8.25
140.	Lenin Photo Album	-	Albums	English	104	3.00
141.	The Vakhtangov School of Stage Art	-	Albums	English	208	4.69
142.	First Photographs of the Reverse Side of the Moon	-	Albums	English	-	-

No.	Title	Author	Type	Language	Pages	Price Rs. nP
143.	Football, Skills and Tactics	Savin & Sushkov	Sports	English	214	1.12
144.	Conquering the Celestial Mountains	Y. Simonov	Sports	English	130	1.19
145.	Ballet School of the Bolshoi Theatre	Bocharnikova & Gobvoich	Art	English	94	1.25
146.	Notes of a Soviet Actor	N. Cherkasov	Art	English	258	3.00
147.	Notes of a Film Director	S. Eisenstein	Art	English	-	3.12
148.	Vasily Surikov	N. Mashkovtsov	Art	English	55	1.81
149.	A Sculptor's thoughts	V. Mukhina	Art	English	148	2.87
150.	My Profession	S. Obratsov	Art	English	255	3.12
151.	Ilya Repin	D. Sarabyanov	Art	English	59	2.00
152.	My Life in Art	K. Stanislavsky	Art	English	504	4.69
153.	A Ballerina's School	G. Ulanova	Art	English	37	1.25
154.	Russian for English Speaking People Part I	N. Potapova	Reference Books	English	360	2.00
155.	Russian for English Speaking People Part II	N. Potapova	Reference Books	English	480	2.75
156.	Russian for Hindi Speaking People	N. Potapova	Reference Books	English	551	2.12



No.	Title	Author	Type	Language	Pages	Price Rs.nP
157.	Hindi-Russian Dictionary	N.Potapova	Reference Books	English	1,318	5.75
158.	Russian-Hindi Dictionary	N.Potapova	Reference Books	English	1,376	4.62
159.	Urdu-Russian Pocket Dictionary	N.Potapova	Reference Books	English	552	1.12
160.	Russian-Urdu Pocket Dictionary	N.Potapova	Reference Books	English	740	1.19
161.	Russian-Panjabi Dictionary	-	Reference Books	English	-	-

PUBLISHER: Trade-Union Publishing House  
Profiizdat (USSR)

162.	Role of Soviet Trade Unions	P.Petrov	Trade Union	English	20	.06
163.	Soviet Trade Unions Administer the State Social Insurance Fund	V.Karavayev	Trade Union	English	20	.06
164.	Soviet Trade Unions and Wages	P.Petrov	Trade Union	English	20	.06
165.	Trade Unions in the USSR: Organisa- tional Structure, Forms and Methods of Work	S.Boriskin	Trade Union	English	20	.06
166.	The Roll of Trade Unions in the State Economic & Cultural Life of the USSR (1917-1959)	N.Autropov	Trade Union	English	20	.06

PUBLISHER: The Soviet Booklets, 3 Rosary  
Gardens, London, S.W.7

167.	N.S.Khrushchev's Speech at the Third Congress of the Rumanian Workers' Party	-	Social & Politic- cal Literature	English	-	.40
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No.	Title	Author	Type	Language	Pages	Price Rs.nP
168.	Expose the Manoeuvres of Reaction (K's address to Work Team)	-	Social & Political Literature	English	-	.55
169.	Abolition of Taxes and Other Measures to Advance the Well-being of the Soviet People	-	Social & Political Literature	English	-	.55
170.	Triumphant March of Lenin's Ideas	-	Social & Political Literature	English	-	.30
171.	N.S. Khrushchev in France	-	Social & Political Literature	English	-	.10
172.	Peace in Europe...Peace throughout the World	-	Social & Political Literature	English	-	.55
173.	Let Us Work for Peace	-	Social & Political Literature	English	-	.20
174.	Soviet Union...Faithful Friend of the People's Fighting for Independence	-	Social & Political Literature	English	-	.55
175.	The Soviet Union...Standard Bearer of Peace and Friendship Among Nations	-	Social & Political Literature	English	-	.55
176.	Disarmament-The Way to Secure Peace and Friendship	-	Social & Political Literature	English	-	.55
177.	Report on the International Situ- ation and the Foreign Policy of the Soviet Union	-	Social & Political Literature	English	-	.55

No.	Title	Author	Type	Language	Pages	Price Rs.nP
178.	Peace and Progress Must Triumph in Our Time	-	Social & Political Literature	English	-	.55
179.	Nations Should Live as Good Neighbours	-	Social & Political Literature	English	-	.30
180.	For Complete and General Disarmament	-	Social & Political Literature	English	-	.40
181.	Soviet Efforts for the Solution of the Questions of Germany and West Berlin	-	Social & Political Literature	English	-	1.00
182.	If the Arms Race were Stopped	-	Social & Political Literature	English	-	.30
183.	Trial of American U-2 Spy Pilot	-	Social & Political Literature	English	94	1.70
184.	Soviet Russia	-	Social & Political Literature	English	-	.55
185.	Soviet Ukraine	-	Social & Political Literature	English	-	.55
186.	Soviet Byelorussia	-	Social & Political Literature	English	-	.55
187.	Soviet Uzbekistan	-	Social & Political Literature	English	-	.55
188.	Soviet Georgia	-	Social & Political Literature	English	-	.55

No.	Title	Author	Type	Language	Pages	Price Rs.nP
✓ 189.	Soviet Azerbaijan	-	Social & Political Literature	English	-	.55
190.	Soviet Lithuania	-	Social & Political Literature	English	-	.55
✓ 191.	Soviet Moldavia	-	Social & Political Literature	English	-	.55
192.	Soviet Latvia	-	Social & Political Literature	English	-	.55
193.	Soviet Kirghiz	-	Social & Political Literature	English	-	.55
194.	Soviet Kazakhstan	-	Social & Political Literature	English	-	.55
195.	Soviet Armenia	-	Social & Political Literature	English	-	.55
196.	Soviet Turkmenia	-	Social & Political Literature	English	-	.55
197.	Soviet Estonia	-	Social & Political Literature	English	-	.55
198.	Soviet Tajikstan	-	Social & Political Literature	English	-	.55

No.	Title	Author	Type	Language	Pages	Price Rs.nP
PUBLISHER: Foreign Languages Press, Peking						
199.	Ten Great Years	Compiled by the State Statistical Bureau	Social & Political Literature	English	223	3.00
200.	Tibetan Interviews	A.L.Strong	Social & Political Literature	English	210	-
201.	Labor Protection in New China	-	Social & Political Literature	English	95	.90
202.	The Socialist Transformation of the National Economy in China	-	Social & Political Literature	English	287	2.70
203.	Long Live Leninism	-	Social & Political Literature	English	107	1.00
204.	National Programme for Agricultural Development 1956-1967	-	Social & Political Literature	English	61	0.60
205.	Speech before the Assembly of the Shensi-Kansu-Ningsia Border Region	Mao-Tse-Tung	Social & Political Literature	English	6	0.15
206.	March Ahead Under the Red Flag of the Party General Line and Mao Tse Tung's Military Thinking	Lin-Piao	Social & Political Literature	English	27	-
207.	New Democratic Constitutionalism	Mao Tse-Tung	Social & Political Literature	English	15	.20
208.	The Orientation of the Youth Movement	Mao Tse-Tung	Social & Political Literature	English	15	.20

No.	Title	Author	Type	Language	Pages	Price Rs.nP
209.	Chairman Mao Tse-Tung's Important Talks with Guests from Asia, Africa and Latin America	-	Social & Political Literature	English	10	.15
210.	Support the Just Stand of the Soviet Union and Oppose U.S. Imperialism's Working of the Four-Power Conference of Government Heads	-	Social & Political Literature	English	32	.35
211.	Support the Patriotic & Just Struggle of the Turkish People	-	Social & Political Literature	English	28	.35
212.	Support the Just and Patriotic Struggle of the South Korean People	-	Social & Political Literature	English	37	.50
213.	Mao Tse-Tung on Art & Literature	-	Social & Political Literature	English	146	1.00
214.	The Second Five-Year Plan Fulfilled in Two Years	-	Social & Political Literature	English	25	0.70
215.	A Great Decade	Chou-En-Lai	Social & Political Literature	English	-	0.35
216.	The Great Unity of the Chinese People and the Great Unity of the Peoples of the World	-	Social & Political Literature	English	-	0.20
217.	Victory of Marxism-Leninism in China	-	Social & Political Literature	English	-	0.35

No.	Title	Author	Type	Language	Pages	Price Rs.nP
218.	Two Tactics	-	Social & Political Literature	English	-	-
219.	The National Conference of Out- Standing Groups and Individuals in Socialist Construction in Education, Culture, Health, Physical Culture and Journalism	-	Social & Political Literature	English	45	.60
220.	Lenin on the Struggle Against Revisionism	-	Social & Political Literature	English	100	.85
221.	Lenin on the Revolutionary Proleta- rian Party of a New Type	-	Social & Political Literature	English	80	.75
222.	Lenin on Proletarian Revolution and Proletarian Dictatorship	-	Social & Political Literature	English	90	.75
223.	Lenin on the National Liberation Movement	-	Social & Political Literature	English	60	.55
224.	Lenin on Imperialism, the Eve of the Proletarian Social Revolution	-	Social & Political Literature	English	92	.75
225.	Raise High the Red Flag of the General Line and Continue to March Forward	-	Social & Political Literature	English	42	.35
226.	Press Communique on the Growth of China's National Economy in 1959	-	Social & Political Literature	English	26	.30

No.	Title	Author	Type	Language	Pages	Price Rs.nP
227.	The Whole Party & the Whole People Go in for Agriculture in a Big Way	-	Social & Political Literature	English	20	.25
228.	Modern Paintings in the Chinese Style	-	Art Book	English	24	-
229.	291 Illustrations, 61 in Colour and Paintings of Peking	-	Album	English	-	97.00
230.	My Family (New Edition)	To Chong	Fiction	English	135	2.00
231.	The Story of the Little Black Horse	Yung Ching	Fiction	English	-	2.50
232.	Songs and Stories	-	Fiction	English	58	-
233.	Flowers	-	Picture Postcards	English	-	.60
234.	Peking Opera	-	Picture Postcards	English	-	.60
235.	Peking Views(1st Series)	-	Picture Postcards	English	-	.50
236.	Peking Landscapes(1st Series)	-	Picture Postcards	English	-	.50
237.	Peking Historical Relics	-	Picture Postcards	English	-	.50
238.	Peking Landscapes(2nd Series)	-	Picture Postcards	English	-	.50
239.	Golofish	-	Picture Postcards	English	-	.50
240.	Peking Art Handicrafts	-	Picture Postcards	English	-	.50



No.	Title	Author	Type	Language	Pages	Price Rs.nP
241.	Faking 200	-	Picture Postcards	English	-	.60
<u>PUBLISHER: Seven Seas Books:GDR</u>						
242.	The Fair House	Jack Copo	Fiction	English	-	2.00
243.	Men in Battle	Alvah Bessie	Fiction	English	-	2.00
244.	Bright Web in the Darkness	Aloxander Saxton	Fiction	English	-	2.00
245.	Sowing the Wind	Martha Dodd	Fiction	English	--	2.00
246.	Following the Sun	Tales from Diff- erent Countries	Fiction	English	-	2.00
247.	The Cross and the Arrow	Albert Maltz	Fiction	English	-	2.00
248.	The Crusaders	Stefan Heym	Fiction	English	-	2.00
249.	The Ecstasy of Owen Muir	Ring Lardner, Jr.	Fiction	English	-	2.00
250.	The Great Midland	Alexander Saxton	Fiction	English	-	2.00
251.	The Mirage	F.B. Vickers	Fiction	English	-	2.00
252.	Morning Noon and Night	Lars Lawrence	Fiction	English	-	2.00
253.	Out of the Dust	Lars Lawrence	Fiction	English	-	2.00
254.	Say No to Death	Dymphna Cusack	Fiction	English	-	2.00
255.	A Season of Fear	Abraham Polonsky	Fiction	English	-	2.00

No.	Title	Author	Type	Language	Pages	Price Rs.nP
256.	Some Love, Some Hunger	Millen Brand	Fiction	English	-	2.00
257.	Transvaal Episode	Harry Bloom	Fiction	English	-	2.00
258.	Naked Among Wolves	Bruno Apitz	Fiction	English	-	2.00
259.	American Century	Edited by: Maxim Lieba	Fiction	English	-	2.00
260.	The Curse of Maraling	Water Kaufmann	Fiction	English	-	1.00
261.	Ghosts, Ghoals and Other Nuisances	Maxim Liebor	Fiction	English	-	2.00
262.	Maggie: A Girl of the Streets and Other Stories	K.H.Wirzberger	Fiction	English	-	2.00
263.	Snobs and Other Characters	W.M. Thackeray	Fiction	English	-	2.00
264.	Three Christmas Tales	Charles Dickens	Fiction	English	-	2.00
265.	A Bit of Blood and Other Stories	Arnold Zweig	Fiction	English	-	2.00
266.	All About It	Norman Freehill	Social Literature	English	-	2.00
267.	Jack London, American Rebel	Philip S.Foner	Social Literature	English	-	2.00
268.	Mekong Upstream	Wilford G. Burchett	Social Literature	English	-	2.00
269.	The Volunteers	Steve Nelson	Social Literature	English	-	1.00
270.	Wuthering Heights	Emily Bronte	Classics	English	-	2.00

No.	Title	Author	Type	Language	Pages	Price Rs.nF
271.	Silas Marner	George Eliot	Classics	English	-	1.00
272.	A Dream of John Ball	William Morris	Classics	English	-	1.00
273.	The Adventure of Huckleberry Finn	Mark Twain	Classics	English	-	2.00
274.	Poetry and Prose	Walt Whitman	Classics	English	-	2.00

PUBLISHER: Foreign Languages Press-GDR

275.	On People's Plan for Germany	-	Social & Political Literature	English	15	0.10
276.	Students in the GDR	-	Social & Political Literature	English	32	0.25
277.	Happy to See you in the GDR	-	Social & Political Literature	English	48	0.50
278.	Ten Years of Success	-	Social & Political Literature	English	80	0.25

PUBLISHER: Foreign Languages Publish-  
ing House - Hanoi (Vietnam)

279.	Vietnam - A Sketch	-	-	English	24	-
280.	Towards the Reunification	-	-	English	65	-

No.	Title	Author	Type	Language	Pages	Price Rs.nP
<b>PUBLISHER: Pannonia, Budapest(Hungary)</b>						
281.	A Short Geography of Hungary	Andras Vagacs	-	English	86	.50
282.	Constitution of the Hungarian People's Republic	-	-	English	88	-

(ii) PERIODICALS

A. Summary

The most expensive and effective operation of Communist propaganda is represented by the flood of periodicals distributed in India.

A total of 171 Communist and Communist front periodicals were available in India in 1960. Seventy-three of these were produced by the Communist Party of India and its front organizations, 37 were produced by Communist missions in India and 67 were imported and represent publications of foreign Communist parties and international organizations.

The Soviet periodical Friendship; the Chinese monthly Evergreen and the North Korean news magazine New Korea were not available during the year. The new foreign Communist periodicals appearing during the year were:

1. <u>News</u>	Monthly	English	G.D.R.
2. <u>Studies &amp; Monographs</u>	Monthly	English	Poland
3. <u>Polish Western Affairs</u>	Monthly	English	Poland
4. <u>New Hungarian Quarterly</u>	...	English	Hungary
5. <u>Land &amp; Labor</u>	Monthly	English	Organ of the Trade Unions International of Agriculture & Forestry Workers

Locally printed, Peace Review (English Edition) organ of the Indo-Soviet Cultural Society closed down during the year. But, instead three new periodicals appeared for the first time in 1960:

- |                                  |         |           |                                           |
|----------------------------------|---------|-----------|-------------------------------------------|
| 1. <u>Communist</u>              | Monthly | Malayalam | Owned by CPI (Kerala)                     |
| 2. <u>Literary News Bulletin</u> | Monthly | English   | Progressive Writers                       |
| 3. <u>Hindi Times</u>            | Weekly  | Hindi     | Supported by the Soviet Embassy in India. |

On a periodical Contemporary (Monthly) organ of the Society for Contemporary Studies was identified for the first time.

Soviet Land is the most important publication with a total circulation in excess of 210,000 copies inclusive of all languages.

The estimated circulation of other periodicals is as follows:

<u>China Today</u> (Hindi and English)	6,000
<u>Deshabhimani</u> (Daily)	9,000
<u>Janatha</u> (Daily)	3,000
<u>Janayugam</u> (Daily and Weekly)	29,543
<u>Janasakthi</u> (Daily)	16,000
<u>Visalandhra</u>	18,000
<u>Swachhinata</u> (Daily and Weekly) & <u>Nutan Patrika</u>	20,000
<u>New Age</u> (Weekly)	35,000
<u>New Age</u> (Monthly)	5,000
<u>Janyug</u> (Weekly)	10,000
<u>Yugantar</u> (Weekly)	5,000
<u>Bal Sandhesh</u> & <u>Preet Larhi</u>	30,143

Others are estimated at from 500 to 2,000 each.

COMMUNIST PERIODICALS AVAILABLE IN INDIA

	<u>1959</u>	<u>1960</u>
Indian Communist Party Periodicals	42	43
Indian Front Organizations' Periodicals	28	30 *
Foreign Communist Missions in India Periodicals	37	37
Foreign Communist Periodicals	50	51 **
International Front Organization Periodicals	<u>11</u>	<u>10 @</u>
	<u>168</u>	<u>171</u>

\* One closed down, one was identified for the first time, two started publication in 1960.

\*\* Three closed down and four new periodicals were exported to India.

@ Two closed down and one new was exported to India.

SUMMARY OF COMMUNIST PERIODICALS ACCORDING TO SOURCES AND FREQUENCY

1960

	Daily	Tri- Weekly	Bi- Weekly	Weekly	Fort- Nightly	Monthly	Quarterly	Others	Total
CPI Periodicals	9	-	-	19	3	11	1	-	43
Indian Front Organization	-	-	-	4	3	16	6	1	30
Foreign Missions' In India	2	7	3	2	17	4	-	2	37
Foreign Communist Periodicals Available in India	-	-	-	3	2	39	5	2	51
International Front Organization	-	-	-	-	-	9	1	-	10
Total	11	7	3	28	25	79	13	5	171



SUMMARY OF FOREIGN COMMUNIST PERIODICALS AVAILABLE IN INDIA

1960

Source	Weekly	Fortnightly	Monthly	Quarterly	Others	Total
Moscow	2	-	10	1	-	13
China	1	-	9	1	1	12
Czechoslovakia	-	-	4	-	-	4
Rumania	-	-	1	2	1	4
Korea	-	-	3	-	-	3
Bulgaria	-	1	2	-	-	3
Vietnam	-	-	3	-	-	3
German Democratic Republic	-	1	2	-	-	3
Poland	-	-	4	-	-	4
Hungary	-	-	1	1	-	2
Total	3	2	39	5	2	51

PERIODICALS PRINTED BY THE COMMUNIST PARTY OF INDIA & ITS UNITS

1960

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
1.	Deshabhimani	Kozhikode- Kerala	Daily	Malayalam	V.T.Induchudan M.Govindan Kutty Distt.Com. of CPI	9,000	Population of Kozhikode is a little above a hundred thousand
2.	Janatha	Ernakulam- Kerala	Daily	Malayalam	F.Gangadharam E.N.Sadanandan	3,000	-
3.	Janayugam	Quilon- Kerala	Daily	Malayalam	P.Gopinathan Nair N.Gopinathan Nair Janayugam Pub.	29,543	Circulation includ- ing weekly (listed separately)
4.	Navajewan	Trichur- Kerala	Daily	Malayalam	K.K.Warier T.K.G.Nair Distt.Com.of CPI	-	-
5.	Janasakhti	Madras	Daily	Tamil	S.Krishnaswamy P.Jeevanandan	15,000	-
6.	Visalandhra	Vijayawada- Andhra	Daily	Telugu	K.Rajagopala Visalandhra Vignana Samiti	18,000	-

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
7.	Swadhinata	Calcutta-W. Bengal	Daily	Bengali	Santosh Kumar Chatterjee Saroj Mukherjee CPI	20,000	Circulation including Swadhinata Weekly and Nutan Patrika
8.	Nawan Zaman	Jullundur- Punjab	Daily	Punjabi	Gurbaksh Singh Sohan Singh Josh CPI	-	-
9.	Purbiya	Varanasi-U.P.	Daily	Hindi	Rustam Satin	-	Est. 1959
10.	New Age	New Delhi- Delhi	Weekly	English	D.P. Sinha, Bhupesh Gupta CPI	35,000	-
11.	Janyug	Lucknow-U.P.	Weekly	Hindi	Ramesh Sinha CPI	10,000	-
12.	Navayugam	Kozhikode- Kerala	Weekly	Malayalam	K. Damodaran	-	-
13.	New Kerala	Trivandrum- Kerala	Weekly	English	N.S. Menon A.K. Gopalan State Com. of CPI	-	-
14.	Keralam	Kozhikode- Kerala	Weekly	Malayalam	-	-	-
15.	Navakeralam	Trivandrum- Kerala	Weekly	Malayalam	-	-	-

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
16.	Swadhinata	Calcutta-W. Bengal	Weekly	Hindi	Suryadeo Upadha- ya - CPI	See Swadhinata Daily	-
17.	Janayugam	Quilon- Kerala	Weekly	Malayalam	See Janayugam Daily	See Janayugam Daily	-
18.	Nutan Patrika	Burdwan-W. Bengal	Weekly	Bengali	Sushil Bhattacharya CPI	See Swadhinata Daily	-
19.	Matamat	Calcutta-W. Bengal	Weekly	Bengali	Binal Ghose Framatha Bhowmick, CPI	-	-
20.	Avami Dhor	New Delhi- Delhi	Weekly	Urdu	Saddar Jaffari	-	Started in Nov. 1959
21.	Prapan Chani	Kozhikode- Kerala	Weekly	Malayalam	T.V.Krishnan M.Balachandran S.K.Pottakkat	-	-
22.	Samatha	Trivandrum- Kerala	Weekly	Malayalam	C.Kesavan K.Damodaran	-	-
23.	Janayugam	Madras	Weekly	Tamil	W.V.Naidu C.S.Krishnan	-	-
24.	Aruna	Mangalore- Mysore	Weekly	Kannada	U.N.Srinivas Bhat S.Kanara Distt.Com.of CPI	-	-

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
25.	Janashakti	Bangalore- Mysore	Weekly	Kannada	G.R.Krishna Rao Karnataka Prov. Con.of CPI	-	-
26.	Yugantar	Bombay- Bombay	Weekly	Marathi	G.Adhikari CPI	5,000	-
27.	Nua Duniya	Cuttack- Orissa	Weekly	Oriya	-	-	-
28.	Agradoot	Darjeeling- W.Bengal	Fort- Nightly	Nepaloso	Ananda Prasad Fathak W. Bengal, CPI	-	-
29.	Saraswathi	Madras	Fort- nightly	Tamil	V.Vijaya Bhaskaran	-	-
30.	Abyudaya	Vijayawada- Andhra	Monthly	Tolugu	T.Venkatarama- yya	-	-
31.	Now Ago	New Delhi - Delhi	Monthly	English	D.P.Sinha CPI	5,000	-
32.	Parichaya	Calcutta- W.Bengal	Monthly	Bengali	Satya Gupta Gopal Halidar Nani Bhowik	-	-
33.	Sandhesham	Vijayawada- Andhra	Monthly	Tolugu	G.Radhakrishan Murty - Andhra State- CPI	-	-

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
34.	Bal Sandesh	Prootnagar Punjab	Monthly	Panjabi	Darbara Singh Novtooj Singh	Joint Cir- eulation 30,143	-
35.	Proot Larhi	Prootnagar Punjab	Monthly	Panjabi	Darshan Singh Gurbax Singh	-	-
36.	Thamarai	Madras	Monthly	Tamil	S. Krishnaswamy P. Jeevanadhan	-	-
37.	Janashakti	Patna-Bihar	Monthly	Hindi	Ali Asraf	Closed down but restarted	-
38.	Samalochk	Agra - U.P.	Monthly	Hindi	Bola Nath Aggarwal, Raj Kishore Aggarwal Dr. Ram Vilas Sharma	-	-
39.	Adhikar	Silchar-- Assam	Fort- nightly	Bengali	Usha Bhattacharjee Achinta Bhattacharjee	-	-
40.	Tripura Katha	Tripura	Weekly	Bengali	Biren Dutta - CPI	-	-
41.	Ktal Kathana	Tripura	Quarterly	Tripuri	Sudhanwa Deb Barma	-	-
42.	Samiksha	Calcutta- W. Bengal	Monthly	Hindi	-	-	-
43.	Communist	Kerala	Monthly	Malayalam	E.M.S. Namboodiri- pad	Started in 1960	-

PERIODICALS PRINTED BY THE INDIAN FRONT ORGANISATIONS

1960

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
1.	Kisan Movement	-	Monthly	English	All India Kisan Sabha	-	-
2.	Kisan Bulletin	-	Fortnightly	English	All India Kisan Sabha	-	-
3.	Lok Yudh	Jaipur-Rajasthan	Weekly	Hindi	Local Kisan Sabha	-	-
4.	Trade Union Record	Bombay	Fortnightly	English	A.I.T.U.C.	-	-
5.	Majoor Janata	New Delhi-Delhi	Weekly	Hindi	Delhi Br. of AITUC	-	-
6.	Worker	Vijayawada-Andhra	Monthly	Telugu	Local T.U.C.	-	-
7.	Krishik Karam	Kozhikode-Kerala	Fortnightly	Malayalam	Local Kisan Sabha	-	-
8.	Kisan Sandesh	Kota-Rajasthan	Weekly	Hindi	Local Kisan Sabha	-	-
9.	ISCUS	-	Quarterly	English	Indo-Soviet	-	-
10.	Peace Review	-	Monthly	Hindi	A.I. Peace Council	-	-
11.	Antarjatika	Calcutta-W. Bengal	Monthly	Bengali	W. Bengal Peace Council	-	-
12.	India-China	Calcutta-W. Bengal	Quarterly	Bengali	Indo-China Friendship Association	-	-

No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
13.	Sahajatri	Calcutta-W.Bengal	Quarterly	Bengali	ISCUS	-	-
14.	Agraneo	Calcutta-W.Bengal	Bi-monthly	Bengali	-	-	-
15.	Bahurupoo	Calcutta-W.Bengal	Monthly	Bengali	IPTA	-	-
16.	Women's News	New Delhi-Delhi	Quarterly	English	National Fed. of Indian Women	-	-
17.	Sahitya Patra	W.Bengal	Monthly	Bengali	Progressive Writers	-	-
18.	Krite	New Delhi	Monthly	Hindi	Progressive Writers	-	-
19.	Jauban	Calcutta-W.Bengal	Monthly	Bengali	Kalikata Yuba Sangh	-	-
20.	Kahani	Allahabad -U.P.	Monthly	Hindi	Progressive Writers	-	-
21.	Hans	Allahabad -U.P.	Monthly	Hindi	Progressive Writers	-	-
22.	Ghare-Baire	Calcutta-W.Bengal	Monthly	Bengali	Bengal Mahila Atma Raksha Samity	-	-
23.	Chhatra Bani	Malda-W.Bengal	Monthly	Bengali	Students	-	-
24.	Sakeyt	Allahabad - U.P.	Quarterly	Hindi	Progressive Writers	-	-
25.	Samavet	Hyderabad-Andhra	Quarterly	Hindi	Progressive Writers	-	-
26.	Vasudha	Jabalpur-Andhra	Monthly	Hindi	Progressive Writers	-	-
27.	Yugchetna	Lucknow-U.P.	Monthly	Hindi	Progressive Writers	-	-



No.	Name	City - State	Frequency	Language	Editor, Printer Publisher	Circulation	Remarks
28.	Contemporary	New Delhi	Monthly	English	Society for Contemporary Studies	-	-
29.	Literary News Bulletin	New Delhi	Monthly	English	Progressive Writers	Started Dec. 1960	Editor S. Laxman Sastri
30.	Hindi Times	New Delhi	Weekly	Hindi	-	Started 1960	Supported by the Soviet Embassy in New Delhi

PERIODICALS PUBLISHED IN INDIA BY COMMUNIST MISSIONS

1960

No.	Name	City - State	Frequency	Language	Embassy	Circulation	Remarks
1.	*Soviet Land	Bombay-Bombay	Fortnightly	English	U.S.S.R	40,000	
2.	*Soviet Land	Delhi-Delhi	Fortnightly	Hindi	U.S.S.R	37,000	
3.	*Soviet Land	Delhi-Delhi	Fortnightly	Urdu	U.S.S.R	19,000	
4.	*Soviet Land	Delhi-Delhi	Fortnightly	Punjabi	U.S.S.R	6,000	
5.	*Soviet Land	Bombay-Bombay	Fortnightly	Marathi	U.S.S.R	8,000	
6.	*Soviet Land	Bombay-Bombay	Fortnightly	Gujarati	U.S.S.R	11,000	
7.	*Soviet Land	Madras-Madras	Fortnightly	Tamil	U.S.S.R	15,000	
8.	*Soviet Land	Madras-Madras	Fortnightly	Telugu	U.S.S.R	14,000	
9.	*Soviet Land	Calcutta-W. Bengal	Fortnightly	Oriya	U.S.S.R	6,000	
10.	*Soviet Land	Calcutta-W. Bengal	Fortnightly	Bengali	U.S.S.R	40,000	
11.	*Soviet Land	Madras-Madras	Fortnightly	Malayalam	U.S.S.R	12,000	
12.	*Soviet Land	Madras-Madras	Fortnightly	Kannada	U.S.S.R	5,500	
13.	News & Views from Soviet Union	Delhi-Delhi	Daily	English	U.S.S.R		Cyclostyled

\*Multi-color Printing

No.	Name	City - State	Frequency	Language	Embassy	Circulation	Remarks
14.	News & Views from Soviet Union	Delhi-Delhi	Tri-weekly	English	U.S.S.R	-	Cyclostyled
15.	News & Views from Soviet Union	Delhi-Delhi	Bi-weekly	Punjabi	U.S.S.R	-	Cyclostyled
16.	News & Views from Soviet Union	Madras-Madras	Bi-weekly	Malayalam	U.S.S.R	-	Cyclostyled
17.	News & Views from Soviet Union	Madras-Madras	Bi-weekly	Tamil	U.S.S.R	-	Cyclostyled
18.	News & Views from Soviet Union	Delhi-Delhi	Tri-weekly	Hindi	U.S.S.R	-	Cyclostyled
19.	News & Views from Soviet Union	Calcutta-W. Bengal	Tri-weekly	Bengali	U.S.S.R	-	Cyclostyled
20.	News & Views from Soviet Union	Bombay-Bombay	Tri-weekly	Gujarati	U.S.S.R	-	Cyclostyled
21.	News & Views from Soviet Union	Bombay-Bombay	Tri-weekly	Marathi	U.S.S.R	-	Cyclostyled
22.	News & Views from Soviet Union	Madras-Madras	Tri-weekly	Telugu	U.S.S.R	-	Cyclostyled
23.	News & Views from Soviet Union	Delhi-Delhi	Tri-weekly	Urdu	U.S.S.R	-	Cyclostyled
24.	China Today	Delhi-Delhi	Weekly	English	China	6,000	
25.	China Today	Delhi-Delhi	Weekly	Hindi	China		
26.	News from China	Delhi-Delhi	Daily	English	China	-	Cyclostyled
27.	News from Bulgaria	Delhi-Delhi	Fortnightly	English	Bulgaria	-	-
28.	Czechoslovakia	Delhi-Delhi	Monthly	English	Czech.	-	-
29.	News from Mongolia	Delhi-Delhi	-	English	Mongolia	-	-

No.	Name	City-State	Frequency	Language	Embassy	Circulation	Remarks
30.	Polish Facts on File	Delhi-Delhi	Fortnightly	English	Poland	-	-
31.	News from Bulgaria	Delhi-Delhi	Fortnightly	Bengali	Bulgaria	-	-
32.	News from Bulgaria	Delhi-Delhi	Fortnightly	Malayalam	Bulgaria	-	-
33.	News from Bulgaria	Delhi-Delhi	Fortnightly	Urdu	Bulgaria	-	-
34.	News from Rumania	Delhi-Delhi	Monthly	English	Rumania	-	-
35.	Information Bulletin	Delhi-Delhi	-	English	Rumania	-	-
36.	Democratic Republic of Vietnam	Delhi-Delhi	Monthly	English	Vietnam	-	-
37.	Information Bulletin of the Trade Rep.of GDR	Delhi-Delhi	Monthly	English	GDR	-	-

PERIODICALS IMPORTED FROM BLOC-COUNTRIES  
1960

No.	Name	City-State	Frequency	Language	Country	Circulation	Remarks
1.	*Soviet Union	-	Monthly	English	USSR	-	-
2.	*Soviet Union	-	Monthly	Hindi	USSR	-	-
3.	*Soviet Union	-	Monthly	Urdu	USSR	-	-
4.	*Soviet Woman	--	Monthly	English	USSR	-	-
5.	*Soviet Woman	-	Monthly	Hindi	USSR	-	-
6.	*Soviet Woman	-	Monthly	Urdu	USSR	-	-
7.	News Times	-	Weekly	English	USSR	-	-
8.	Moscow News	-	Weekly	English	USSR	-	-
9.	International Affairs	-	Monthly	English	USSR	-	-
10.	Culture & Life	-	Monthly	English	USSR	-	-
11.	*Soviet Film	-	Monthly	English	USSR	-	-
12.	*Masters of Soviet Drama	-	Quarterly	English	USSR	-	available Irregularly
13.	Soviet Literature	-	Monthly	English	USSR	-	-
14.	*China Pictorial	-	Monthly	English	China	-	-

\*Multi-Color Printing

No.	Name	City - State	Frequency	Language	Country	Circulation	Remarks
15.	*China Pictorial	-	Monthly	Hindi	China	-	-
16.	*China Reconstruct	-	Monthly	English	China	-	Available Irregularly
17.	China Sports	-	Monthly	English	China	-	-
18.	Peking Review	-	Weekly	English	China	-	-
19.	Chinese Literature	-	Monthly	English	China	-	-
20.	Chinese Workers	-	Quarterly	English	China	-	-
21.	Women of China	-	Monthly	English	China	-	-
22.	Science Record	-	Monthly	English	China	-	-
23.	Scientia Sinica	-	Bi-monthly	English	China	-	-
24.	Chinese Medical Journal	-	Monthly	English	China	-	-
25.	Foreign Trade of People's Republic of China	-	Monthly	English	China	-	-
26.	Bulgaria Today	-	Fortnightly	English	Bulgaria	-	-
27.	Bulgaria	-	Monthly	English	Bulgaria	-	-
28.	New Bulgaria	-	Monthly	English	Bulgaria	-	-
29.	Czechoslovak Life	-	Monthly	English	Czech.	-	-

\* Multi-color Printing

No.	Name	City-State	Frequency	Language	Country	Circulation	Remarks
30.	Czechoslovak Women	-	Monthly	English	Czech.	-	Distributed by the Embassy in India
31.	*Czechoslovakian Film	-	Monthly	English	Czech.	-	Distributed by the Embassy in India
32.	*Rumanian Review	-	Quarterly	English	Rumania	-	Available irregularly
33.	Rumanian Foreign Trade	-	Quarterly	English	Rumania	-	-
34.	*Arts in Rumanian People's Republic	-	Half Yearly	English	Rumania	-	-
35.	Rumania Today	-	Monthly	English	Rumania	-	-
36.	Democratic German Report	-	Fortnightly	English	GDR	-	-
37.	*GDR Review	-	Monthly	English	GDR	-	-
38.	Korea Today	-	Monthly	English	Korea	-	-
39.	Korea	-	Monthly	English	Korea	-	-
40.	People's Vietnam Pictorial	-	Monthly	English	Vietnam	-	-
41.	Vietnam Advances	-	Monthly	English	Vietnam	-	-
42.	Vietnam Youth	-	Monthly	English	Vietnam	-	-

\* Multi-Color Printing

No.	Name	City-State	Frequency	Language	Country	Circulation	Remarks
43.	Korea News	-	Monthly	English	Korea	-	Available Irregularly
44.	*Poland	-	Monthly	English	Poland	-	Distributed by the Embassy
45.	Hungarian Review	-	Monthly	English	Hungary	-	Distributed by the Embassy
46.	Polish Perspectives	-	Monthly	English	Poland	-	Available Irregularly
47.	SNIL Technical Digest	-	Monthly	English	Czech.	-	Available Irregularly
48.	*News - GDR	-	Monthly	English	GDR	-	-
49.	Studies & Monographs	-	Monthly	English	Poland	-	-
50.	Polish Western Affairs	-	Monthly	English	Poland	-	Started publi- shing in 1960
51.	New Hungarian Quarterly	-	Quarterly	English	Hungary	-	Started publi- shing in 1960

\*Multi-color Printing



PERIODICALS AVAILABLE OF THE INTERNATIONAL FRONT ORGANIZATIONS  
1960

No.	Name	Published From	Frequency	Language	Organ	Remarks
1.	World Students News	Prague	Monthly	English	IUS	-
2.	World Youth	Budapest	Monthly	English	WFDY	-
3.	Teachers of the World	London	Quarterly	English	FISE	-
4.	World Trade Union Movement	London	Monthly	English	WFTU	-
5.	World Marxist Review	London	Monthly	English	International Communist Movement	-
6.	Labour Monthly	London	Monthly	English	CPGB	-
7.	Marxism Today	London	Monthly	English	CPGB	-
8.	Anglo-Soviet Journal	London	Monthly	English	Society for Cultural Relations with USSR	-
9.	Women of the Whole World	Berlin	Monthly	English	WIDF	-
10.	Land and Labor	Spain	Monthly	English	Trade Unions International of Agriculture & Forestry Workers.	-

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## DISTRIBUTION AND SALES PROMOTION OF BOOKS AND PERIODICALS

### SUMMARY

A network of Communist publishing houses with branches spread all over India, promote the sale of Communist literature. Their work is supplemented by booksellers and agents.

In 1960, the number of these distributing agencies increased to 116 compared with 73 in 1959.

An important development was the opening of a commercial publishing unit, The Hindustan Publishing Corporation (India), Delhi for the publication and export of locally printed English editions of Russian science books to Afro-Asian countries.

Already the Star Publications, Madras, performs the same job of exporting Tamil editions of the Soviet classics to Tamil areas of South East Asia.

Added to these channels of distribution were the commercial methods exploited by the Soviet Union to promote the sales of literature.

Free gifts and concessional subscriptions were offered to the prospective subscribers.

The Soviet mission in India also advertised in the Indian newspapers for commission agents to sell periodicals on handsome commission. Such advertisements were inserted in care of post box numbers.

The commissions granted on books and pamphlets vary from 40 per cent to 50 per cent and on periodicals 25 per cent to 40 per cent.

COMMUNIST IMPORTERS, EXPORTERS, PUBLISHERS, BOOKSELLERS & AGENTS

Ownership	Importers	Importers & Publishers	Exporters & Publishers	Publishers	Booksellers	Agents	Total
Communist	1	6	-	3	28	6	44
Fellow-travellers	2	-	1	8	12	5	28
Commercial	1	-	1	-	7	35	44
Total	4	6	2	11	47	46	116

COMMUNIST PUBLISHING HOUSES WITH BRANCHES

Publishing House	Owner	Number of Branches
1. People's Publishing House(Private) Ltd.	CPI	14
2. Prabhatam Printing & Publishing Co. Ltd.	CPI (Kerala)	8
3. New Century Book House (Private) Ltd.	CPI(Madras)	5
4. National Book Agency(Private) Ltd.	CPI(West Bengal)	4

IMPORTERS OF COMMUNIST LITERATURE

1. Assam National Book Agency, Gauhati
2. Current Book House, Bombay
3. Jaico Publishing House, Bombay
4. Nabajuga Granthalaya, Cuttack
5. National Book Agency Private Ltd., Calcutta
6. New Century Book House (Private) Ltd., Madras
7. New China Book Agency, Calcutta
8. Orr Kay Bee and Co., Bombay
9. People's Publishing House (Private) Ltd., New Delhi
10. Prabhatham Printing & Publishing Co.(Private) Ltd., Ernakulam

EXPORTERS & PUBLISHERS OF COMMUNIST LITERATURE

- |                                            |                                                                                                      |
|--------------------------------------------|------------------------------------------------------------------------------------------------------|
| 1. Hindustan Publishing Corporation, Delhi | Exporter of English<br>Translations of Russian<br>Science Text Books to<br>Asian & African Countries |
| 2. Star Publications, Madras               | Exporter of Tamil<br>Translations of Russian<br>classics to South East<br>Asia Tamil Areas.          |

INDIAN PUBLISHERS OF COMMUNIST LITERATURE

- |                                                          |            |
|----------------------------------------------------------|------------|
| 1. Assam National Book Agency                            | Gauhati    |
| 2. Doshabhamani Printing & Publishing Co. Ltd.           | Kozhikode  |
| 3. Eastern Trading Company                               | Calcutta   |
| 4. Hindustan Publishing Corporation                      | Delhi      |
| 5. Jayamugam Publications Ltd.                           | Quilon     |
| 6. Lokyudh Parkashan                                     | Jaipur     |
| 7. Nabajuga Granthalaya                                  | Cuttack    |
| 8. National Book Agency Private Ltd.                     | Calcutta   |
| 9. New Century Book House (Private) Ltd.                 | Madras     |
| 10. New Literature                                       | New Delhi  |
| 11. Punjab Book Center                                   | Jullundur  |
| 12. People's Publishing House(Private)Ltd.               | New Delhi  |
| 13. People's Publishing House                            | Bombay     |
| 14. Prabhatham Printing & Publishing Co.<br>Private Ltd. | Ernakulam  |
| 15. Pudimai Pudhippalam Private Ltd.                     | Karai Kudi |
| 16. Shakti Karyalam                                      | Madras     |
| 17. Society for Contemporary Studies                     | New Delhi  |
| 18. Star Publications                                    | Madras     |
| 19. Vishal-Andhra Publishing House                       | Vijaywada  |

COMMUNIST BOOKSHOPS & AGENTS

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
1. Adi Chota Nagpur Store Barakdaj Toli Chaibasa	Agents	Commercial
2. Ajim Ali Newspaper Agent Bhopal	Agents	Commercial
3. Amir Singh Newsagent, Sakshi, Jamshedpur	Agents	Commercial
4. Anand Society Publishers 18 Baburam Soal Lane Calcutta 12	Booksellers	Fellow-travellers
5. Anil Novel Store Public Park Ganganagar	Agents	Commercial
6. A.N. News Agency 52/53 Govind Nagar Kanpur	Agents	Commercial
7. Aslam Book Depot Focna	Booksellers	Commercial
8. Assam National Book Agency Gauhati	Importers, Publishers Booksellers	CP (Assam)
9. Bacchu Singh Newspaper Agent Kadam Kuan Patna	Agent	Commercial
10. Binal Parshad Singh Hajipur	Agent	Commercial
11. B.S. Rao's News Agency 9, Balanathu Street Mount Road Madras	Agent	Fellow-traveller
12. China Sundries & Book Agency Peter Lane Calcutta 12	Agents	Chinese Communists

Note: The abbreviation "Agent" used in this document refers to agents for Communist literature.

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
13. Chowringhee Pavement Stall Near Tran Terminus Chowringhee Calcutta	Agent	Commercial
14. Current Book Depot Mall Road Kanpur	Agent	Commercial
15. Current Book House Fort Bombay	Importers and Booksellers	Fellow- travellers
16. Current Book Distributors Calcutta	Booksellers	Fellow- travellers
17. Dave's Ads Sales Agency Baposarakura Road Vodra, Bhavnagar	Agent	Commercial
18. Doshabhinani Printing & Publishing Co.Ltd. Koshikode	Publishers	Fellow-travellers
19. D.N.Basu News Agent Jogbani	Agent	Commercial
20. Eastern Trading Company Dharantalla Street Calcutta 13	Publishers	Fellow-travellers
21. Forum Book House 42, Balapet Bangalore	Booksellers	Fellow-travellers
22. Ganeshpal Singh Vishnuepuri Aligarh	Agent	Commercial
23. Gopal Krishan Kali Masjid Delhi	Agent	Fellow-travellers
24. Gopilal Verma Newspaper Agent Sambhar Lake	Agent	Commercial
25. Hindustan Book Agency Jawahar Nagar Delhi	Booksellers	Commercial

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
26. Hindustan Book Depot 4, Ripon Road Bombay	Agent	Commercial
27. Hindustan Publishing Corporation, Jawahar Nagar Delhi	Publishers & Exporters of Text Books	Commercial
28. International Book Agency Calcutta	Agent	Fellow-travellers
29. Istaharki Book Depot Bara Hindu Rao Delhi	Booksellers	Fellow-travellers
30. Jagriti Bhagalpur Bihar	Booksellers	Fellow-travellers
31. Jaico Publishing House 125, M.G. Road Fort, Bombay 1	Importers	Commercial
32. Jaico Subscription Agency 125 M.G. Road Fort, Bombay 1	Agents	Commercial
33. Jaico Subscription Agency Shanker Market New Delhi	Agents	Commercial
34. Janata Book Depot Gurudwara Road Karolbagh, New Delhi	Booksellers	Commercial
35. J.N.Gosh News Agent Main Road Ranchi	Agent	Commercial
36. Jayanugam Publications Ltd. Quilon	Publishers	Fellow-travellers
37. Jayna Book Depot Chapper Wala Kuin Karolbagh New Delhi	Booksellers	Communist
38. Kalpana Sahitya Mandir 18, Baburam Seal Lane Calcutta 12	Booksellers	Fellow-travellers



<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
39. Kapur & Co. News Agents Mandi	Agent	Communist
40. Kitabghar Jodhpur	Agent	Commercial
41. Korori Mal Soni Sarafa Bazar Sagar (M.F.)	Agent	Commercial
42. Kumar Dandu Arya Sahitya Sadan Arrah	Agent	Commercial
43. Lok Milap Dhawnagar	Booksellers	Commercial
44. Lokyudh Parkashan Jaipur	Publishers	Kisan Sabha(CPI) Rajasthan
45. Madhata Singh News Agents Chohatta Patna	Agent	Commercial
46. Magazine Subscription Agency 91, Warden Road Bombay 26	Agent	Commercial
47. Modern Book Depot P.O. Kalinpong	Booksellers	Commercial
48. Nabajuga Granthalaya Cuttack	Importers, Book- sellers, Publishers	CP(Orissa)
49. National Book Agency Private Ltd., Mirza Street Calcutta 12	Importers & Publishers	CP(Bengal)
50. National Book Agency 12, Bankim Chatterjee Street Calcutta 12	Booksellers	CP(Bengal)
51. National Book Agency Dharamtalla Street Calcutta 12	Booksellers	CP(Bengal)
52. National Book Agency Bhilai	Booksellers	CP(Bengal)

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
53. National News Agency Paltan Bazar Dehra Dun	Agent	Commercial
54. Naya Kitab Ghar M.M.Market Aligarh	Booksellers	Communist
55. Nav Prabhat Karolbagh New Delhi	Booksellers	CP(Delhi)
56. Nav Yuvak Pustak Bhandar Srivastava Market Patna	Booksellers	Communist
57. New Age Book Center Varanasi	Booksellers	CP(Varanasi)
58. New Century Book House 199 Mount Road Madras 2	Booksellers	CP(Madras)
59. New Century Book House Pycrofts' Road Madras	Bookseller	CP(Madras)
60. New Century Book House C-17 Majestic Circle Bangalore	Booksellers	CP(Madras)
61. New Century Book House 10 West Tower Street Madurai	Booksellers	CP(Madras)
62. New Century Book House Private Ltd., 6, Nalathambhi Chetty Street Madras	Importers & Publishers	CP(Madras)
63. New China Book Agency Peter Lane Calcutta	Importers	Chinese Communists
64. New Literature Connaught Place New Delhi	Publishers	Fellow-travellers
65. Omar Library Hyderabad	Booksellers	Fellow-travellers

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
66. Orr Kay Bee & Co. Sorab Maner, Walton Road Bombay	Importers	Fellow-traveller
67. Orr Kay Bee & Co. Nakra House Oliver Road Apollo Reclamation Bombay	Booksellers	Fellow-travellers
68. Pandit Amba Parshad Newspaper Agent Hall Gate Amritsar	Agent	Commercial
69. Punjab Book Center P.O. Road Jullundur	Publishers Booksellers	Communist
70. People's Publishing House (Private) Ltd. 5 Jhandewallan Estate M.M. Road, New Delhi	Importers & Publishers	CPI
71. People's Publishing House 190, Khetwadi Main Road Bombay 4	Publishers	CPI
72. People's Publishing House Marina Arcade Connaught Place New Delhi	Booksellers	CPI
73. People's Book House Hyderabad	Booksellers	CPI
74. People's Book House Frazor Road Patna 1	Booksellers	CPI
75. People's Book House Raichur	Booksellers	CPI
76. People's Book House 7, Vishasarnath Road Lucknow	Booksellers	CPI
77. People's Book House Chaura Rasta Jaipur	Booksellers	CPI

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
78. Peoplo's Book House Opp. Jagmohan Palace Mysore	Booksellers	CPI
79. PPH Book Stall Sardar Patel Road Bombay 4	Booksellers	CPI
80. PPH Book Stall Cawasji Patel Street Bombay 1	Booksellers	CPI
81. Popular Library Calcutta-5	Booksellers	Fellow-travellers
82. Prabhatam Printing & Publishing Co. Private Ltd. Ernakulam	Publishers Importers	CP(Kerala)
83. Prabhat Book House Cannanore	Booksellers	CP(Kerala)
84. Prabhat Book House Kottayam	Booksellers	CP(Kerala)
85. Prabhat Book House Alleppey	Booksellers	CP(Kerala)
86. Prabhat Book House Trivandrum	Booksellers	CP(Kerala)
87. Prabhat Book House Quilon	Booksellers	CP(Kerala)
88. Prabhat Book House Kozhikode	Booksellers	CP(Kerala)
89. Prabhat Book House Ernakulam	Booksellers	CP(Kerala)
90. Prabhat Parkasan Chawri Bazar Delhi	Booksellers	Commercial
91. Pudimai Pudhippalam Private Ltd. Karai Kudi	Publishers	Fellow-travellers

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
92. Pustak Sadan Upper Bazar Ranchi	Agent	Commercial
93. Ram Singh Dubri Petha Ujjain	Agent	Communist
94. Sastu Kitab Ghar Patthar Kuva Relief Road Ahmedabad	Booksellers	Fellow-traveller
95. Shakti Karyalam Mount Road Madras	Publishers	Fellow-traveller
96. Shantilal Vasa Mangal Bhawan Ranjit Road Jamnagar	Agent	Commercial
97. Sharma News Agency 158 Chotta Chandganj Lucknow	Agent	Commercial
98. Shri Chander Parkash Skipton Villa Simla	Agent	Communist
99. Singhaniya News Agency Rai Singh Nagar	Agent	Commercial
100. S.M.R. Mainckam Cherry Road Salem	Agent	Communist
101. Society for Contemporary Studies Rohtak Road New Delhi	Publishers	Fellow-traveller
102. Sohanlal Newspaper Agent Patiala	Agent	Commercial
103. S. Padma Rao Golla Kidiky Pathorgalli Jubilee Post Hyderabad 2	Agent	Fellow-traveller

COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

DISTRIBUTION & SALES PROMOTION

OF BOOKS & PERIODICALS

January, 1961

Prepared by

Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
104. Star Publications Triplicane Madras	Publishers & Exporters of Tamil Literature	Fellow-travellers
105. Swadesamitram Victory House Mount Road Madras	Booksellers	Commercial
106. Taj News Agency Bajinath Para Raipur	Agent	Commercial
107. Trilok Singh Progressive News Agency Gal. No 5, 3/5A Bomba Rd. Kanpur	Agent	Commercial
108. Vidyanidhi Book Depot New Statue Circle Mysore	Booksellers	Fellow-travellers
109. Vijay Stores Anand	Booksellers	Fellow-travellers
110. Vijay Stores Station Road Calcutta	Agent	Commercial
111. Vishal Andhra Publishing House, Bukinghampet P.O. Vijaywada	Publishers	Fellow-travellers
112. Vishvanath Sahu Kabir Chora Varanasi	Agent	Commercial
113. Vishwa Patrika Agency 8, Lalkothi, Pagli P.B. 8 Simla	Agent	Commercial
114. World Subscription Agency 602/10 Wakefield Ganj Ludhiana	Agent	Commercial

<u>Name &amp; Address</u>	<u>Type of Shop</u>	<u>Affiliations</u>
115. Wu Ching's Agency Eastern Court Mission Row Ext. Calcutta	Agent	Chinese Communist
116. Y.K. Surve Newspaper Agent Opp. Dadar B.B. Station Bombay	Agent	Follow-travellers

COMMUNIST PUBLISHING UNITS WITH BRANCHES

<u>Name &amp; Address</u>	<u>Owned by:</u> <u>Communist Party of India</u>
1. People's Publishing House(F) Ltd. 5, Jhandewallan Estate M.M. Road New Delhi	Head Office
2. People's Publishing House Marina Arcade Connaught Place New Delhi	Show-Room
3. People's Publishing House 190-B Khetwadi Main Road Bombay-4	Branch
4. PPH Book Stall Sardar Patel Road Bombay-4	Branch
5. PPH Book Stall Gawasji Patel Street Bombay 1	Branch
6. People's Book House Hyderabad	Branch
7. People's Book House Frazer Road Patna-1	Branch



Name & Address

- |     |                                                                  |        |
|-----|------------------------------------------------------------------|--------|
| 8.  | People's Book House<br>Raichur                                   | Branch |
| 9.  | People's Book House<br>7 Vishasarnath Road<br>Lucknow            | Branch |
| 10. | People's Book House<br>Opp. Jagmohan Palace<br>Mysore            | Branch |
| 11. | People's Book House<br>Jaipur                                    | Branch |
| 12. | Jayna Book Depot<br>Chapperi-Wala Kuan<br>Karolbagh<br>New Delhi | Branch |
| 13. | New Age Book Center<br>Varanasi                                  | Branch |
| 14. | Punjab Book Centre<br>P.O. Road<br>Jullundur                     | Branch |

COMMUNIST PARTY OF INDIA (KERALA)

Name & Address

- |    |                                                     |             |
|----|-----------------------------------------------------|-------------|
| 1. | Prabhatham Printing & Publishing<br>Co.Ltd., Kerala | Head Office |
| 2. | Prabhath Book House<br>Kottayam                     | Branch      |
| 3. | Prabhath Book House<br>Cannanore                    | Branch      |
| 4. | Prabhath Book House<br>Alleppey                     | Branch      |
| 5. | Prabhath Book House<br>Trivandrum                   | Branch      |

Name & Address

- |    |                                                     |        |
|----|-----------------------------------------------------|--------|
| 6. | Prabhath Book House<br>Quilon                       | Branch |
| 7. | Prabhath Book House<br>Kozhikode                    | Branch |
| 8. | Prabhath Book House<br>Cannonshed Road<br>Ernakulam | Branch |

COMMUNIST PARTY OF INDIA (MADRAS)

Name & Address

- |    |                                                                                 |             |
|----|---------------------------------------------------------------------------------|-------------|
| 1. | New Century Book House (Private) Ltd.<br>6 Nalathmbhi Chetty Street<br>Madras-2 | Head Office |
| 2. | New Century Book House<br>199 Mount Road<br>Madras-2                            | Branch      |
| 3. | New Century Book House<br>Pycroft's Road<br>Madras                              | Branch      |
| 4. | New Century Book House<br>C-17, Majestic Circle<br>Bangalore City               | Branch      |
| 5. | New Century Book House<br>10 West Tower Street<br>Madurai                       | Branch      |

COMMUNIST PARTY OF INDIA (WEST BENGAL)

Name & Address

- |    |                                                                    |             |
|----|--------------------------------------------------------------------|-------------|
| 1. | National Book Agency Ltd.<br>Mirza Street<br>Calcutta-12           | Head Office |
| 2. | National Book Agency<br>12 Bankim Chatterjee Street<br>Calcutta 12 | Branch      |
| 3. | National Book Agency<br>Dharamtolla Street<br>Calcutta 12          | Branch      |
| 4. | National Book Agency<br>Bhilai                                     | Branch      |

PROMOTION OF SALE OF PUBLICATIONS

Commissions Granted To Retailers

The Information Department of the Soviet Embassy grants the following rates of commissions on books and pamphlets:

MOSCOW PUBLICATIONS:

To Communist Book Shops & Importers	50% discount on all orders.
To other retailers	33 $\frac{1}{3}$ % discount on all orders.

SOVIET EMBASSY(INDIA) PUBLICATIONS:

To Communist Bookshops	40% discount on all orders.
To Retailers	25% discount provided single title order exceeds 50 copies or on order worth Rs.150/- or more. 16 $\frac{1}{3}$ % discount on all other orders.

The Communist Publishing Houses and importers grant the following rates of commission on books and pamphlets:

TO RETAILERS:

Moscow Publications	40% discount on orders for 50 or more copies of a single title or an order worth Rs.150/- or more. 33 $\frac{1}{3}$ % discount on all other orders.
Peking Publications	40% discount on orders for 25 or more copies of single title or worth Rs.50/-
PPH Publications	30% discount on orders for 25 copies of a single title or order above Rs.50/-
National Book Agency Publications	30% discount on all orders for 25 copies or more of a single title or on order worth Rs.50/- or more. 25% on all other orders.

CPI Publications	20% discount on all orders.
AITUC Publications	20% discount on all orders.
Rumanian Publications	33 $\frac{1}{3}$ % discount on all orders for 25 copies or more of a single title or order worth Rs.50/- or above. 25% discount on all other orders.
Other Local Communist Publications	33 $\frac{1}{3}$ % on all orders worth Rs.50/- or above. 25% on all other orders.

The rates of commission granted on periodicals, both local and imported, are uniform except in the case of Rumanian Review for which 33 $\frac{1}{3}$ % commission is granted on orders for 3 copies in West Bengal while in other states it is 25 per cent on orders for 3 or more copies.

The rates of commission on periodicals are as follows:

<u>Moscow Publications</u>	<u>Soviet Union, Soviet Literature, Soviet Woman, Moscow News, Culture &amp; Life, International Affairs, Soviet Films</u> - 33 $\frac{1}{3}$ % on all orders. <u>New Times</u> - 40% if order is for more than 25 copies, otherwise 33 $\frac{1}{3}$ %.
<u>Peking Publications</u>	<u>China Pictorial, China Reconstructs, Chinese Literature, Women of China, Children of China</u> - 33 $\frac{1}{3}$ % on all orders for more than 3 copies of a single journal. 25% on all other orders.
<u>Satellites Publications</u>	<u>New Bulgaria, Czechoslovakian Life, Rumanian Foreign Trade, Arts in Rumanian People's Republic, GDR Review, Korea, People's Vietnam Pictorial, Polish Perspective, World Students News, World Youth, World Trade Union Movement</u> - 25% on all order for 3 copies of a single title.

Satellites Publications

Bulgaria Today- 20% on all orders.

Other Publications

Labour Monthly\*, World News, Marxist Quarterly\*, Political Affairs\*\*, Main Stream\*\*, - 20% on all orders

Science and Society\*\* - 15% on all orders.

Soviet Embassy(India) Publications

Soviet Land - 40% on all orders for more than 5 copies.

33 $\frac{1}{3}$ % on any other order .

Chinese Embassy(India) Publications

China Today- 40% on all orders for more than 5 copies.

33 $\frac{1}{3}$ % on any other order.

CPI Publications

New Age(Weekly), New Age(Monthly) - 25% on all orders for more than 3 copies of a single journal.

\* Printed in U.K.

\*\* Printed in the USA

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COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

FRONT ORGANIZATIONS

January, 1961

Prepared by  
Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

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FRONT ORGANIZATIONS : 1960

The number of front organizations identified during the year 1960 was 47 as compared to 39 in the previous year.

The most active of these were the Afro-Asian Solidarity Committee (AAS), All India Kisan Sabha (AIKS), All India Peace Council (AIPC), All India Trade Union Congress (AITUC) and the Indo-Soviet Cultural Society (ISCUS).

The new organizations established in 1960 were:

1. Afro-Asian Women's Conference (AAWC)
2. Chekov Centenary Committee (CCC)
3. Marxist Study Circle - Calcutta (MSC)
4. Nav Jawan Sabha (NJS)
5. Indo-Hungarian Cultural Committee (IHCC)
6. Indian Parliamentarians for Peace & Disarmament (IPPD)
7. 26th January Movement

Two organizations, All India Teachers' Federation (1959) and Society for Contemporary Studies (1956) were identified for the first time in 1960.

The Indo-Polish Friendship Society which existed in 1959 was dissolved and a new organization was established in 1960 called the Indo-Polish Friendship and Cultural Society (IPECS).

The Indian Council of Foreign Trade not only became inactive but disintegrated during the year.

MEMBERSHIP

The membership figures available for some of the front organizations are as follows: (wherever possible the membership figures for 1959 are provided for comparative study).

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	<u>1959</u>	<u>1960</u>
1. Afro-Asian Solidarity Committee	-	600
2. All India Kisan Sabha	700,000*	568,531
3. All India Peace Council	-	6,000**
4. All India Trade Union Congress	499,931	499,931 @
5. All India Youth Federation	13,000	13,600
6. India-China Friendship Association	19,000	10,000
7. Indian Parliamentarians for Peace and Disarmament	-	250
8. Indian People's Theatrical Association	10,000	10,000
9. Indo-Bulgarian Friendship Society	-	120
10. Indo-Soviet Cultural Society	9,986	11,916
11. National Federation of Indian Women	-	13,000
12. Progressive Painters' Association	200	200

#### INACTIVE ORGANIZATIONS

The following organizations remained inactive during the year:

1. All India Students' Federation
2. All India Association of Democratic Lawyers
3. Gorky Literary Society
4. India-China Friendship Society
5. Society for Cultural Relations (Indo-GDR)
6. Young Progressive Writers' Association.

\* Cumulative membership for 1958-59.

\*\* Two different sources of information give membership figures as 5,000 and 7,000. Therefore, the average has been taken into account.

@ The Government of India has not announced verified figures for 1960 and has taken the membership of 1959 into account for official reference. The annual session of the AITUC will be shortly held in January-February, 1961.

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NOTE:

1. Tamilnad stands for Madras State and adjacent Tamil speaking enclaves in the other Southern States of India.

It is a popular term used by practically all political parties in India and State Committees are prefixed with it instead of 'Madras State'.

2. Karnatak stands for Mysore State and adjacent Kannada speaking enclaves in other states of India.

It is also a term commonly used by all the political parties in India.

3. Utkal stands for Orissa State and adjacent Oriya speaking enclaves.

In this report, these three terms: Tamilnad, Karnatak and Utkal have been often used.

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TABLE SHOWING TYPES OF FRONT ORGANIZATIONS

IN 1959 and 1960

Types of Front Organizations	1959	1960
Friendship Societies	10	11
Peace and Disarmament	2	3
Women Organizations	3	4
Youth and Students	2	3
Labor and Peasants	4	4
Cultural Organizations	4	4
Art, Literary and Research Organizations	8	9
Professional Unions	4	5
Miscellaneous	2*	4
Total :	39	47

\* One organization was dissolved in 1960.

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FRIENDSHIP SOCIETIES

1. INDO-SOVIET CULTURAL SOCIETY (ISCUS)

Because of the patronage by the party in power, the activities of the Indo-Soviet Cultural Society increased during the year.

Official association with ISCUS' activities was a common feature: the Bombay Governor Shri Prakasha, Uttar Pradesh Minister Mangala Prashad, Union Minister Reddy attended many of the functions organized by ISCUS.

The Government of India afforded opportunities to ISCUS to accord receptions to former Soviet President Voroshilov and Premier Khrushchev on their visits to India.

Another contributory factor was the pro-Soviet sentiment created by the silence of the Soviet Union over the Sino-Indian dispute.

Membership: The membership of ISCUS increased by 1,930 over the last year. The relative figures of the two years are as follows:

Type of Membership	1959	1960
Ordinary Members	9,610	11,503
Life Members	102	105
Donor Members	267	301
Patron Members	7	7
Total:	9,986	11,916

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Branches: The number of the organization's branches also increased from 60 to 124, Uttar Pradesh alone having 45 branches.

Publications: While two quarterlies continued to appear in 1960, ISCUS also published two books:

- |                  |             |         |
|------------------|-------------|---------|
| (a) Periodicals: | 1. ISCUS    | English |
|                  | 2. Sahajati | Bengali |

- (b) Books: 1. Beyond the Hindukush Mountains (Hindi)

by Rani Lakshmi Kumari Chandawat

Pages: 161

Price: Rs. 6.00

2. Jawaharlal Nehru - 70 years (English)

A commemoration volume published on the occasion of the Prime Minister's 70th birthday. It carries the birthday message from Premier Khrushchev.

The contributors to the volume are: Bombay Governor Shri Prakasha; Indian Ambassador to the USSR K.P.S. Menon; Soviet writers Ilya Ehrenburg, Nina Popova and Academician Tsitsin; ISCUS President Dr. A.V. Baliga and Indian leaders Aruna Asaf Ali, Dr. Mulk Raj Anand, Prof. M.S. Thacker and Dr. Hussain Zaheer.

Price: Rs. 2.00

Important Activities:

Lectures & Meetings:

1. Indo-Soviet Cultural Agreement Meeting: A public meeting was held in Bombay on March 2nd, to welcome the signing of the Indo-Soviet Agreement on Cultural, Scientific and Technical Cooperation. The establishment of the 'Friendship of Peoples' University' in Moscow was also announced.

The meeting was attended by about 200 people.

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2. Suratgarh State Farm Lecture: On 16th March a lecture was arranged in Bombay where Mr. S.R. Tikkekar spoke on the 'Suratgarh State Farm'.

3. Lenin's 90th Birth Anniversary: Nearly all the branches of ISCUS celebrated Lenin's birth anniversary. In Delhi a series of lectures were organized, followed by a film festival and an exhibition of paintings. At Bombay a symposium on 'What I Think of Lenin,' was held.

The symposium was attended by nearly 100 persons.

4. Lecture on 'Impressions of the Soviet Union': Talks by Mrs. Sarah Latifi and Mrs. Ramabhai Bakhle were arranged in Bombay on 24th July. The two speakers gave the 'impressions of their visit to the Soviet Union.'

5. Talk on 'Abolition of Taxes in the USSR': In August, ISCUS organized a talk by Mr. Guskov of the USSR Trade Representation in Bombay on the 'abolition of taxes in the USSR.'

6. 'Life in the Soviet Union': In August, a lecture was delivered at Karwar by ISCUS President Dr. Baliga on 'Life in the Soviet Union.'

7. October Revolution Anniversary: The 43rd anniversary of the October Revolution was observed in the month of November by all the branches of ISCUS.

The New Delhi meeting was attended by the Union Minister K.D. Malviya.

Public Receptions:

1. Soviet Science Delegation: ISCUS organized a reception for the Soviet Science Delegation which attended the Indian Science Congress session in January.

2. Reception to Former President Voroshilov: Former President Voroshilov was given receptions at Delhi, Bombay and Calcutta by the branches of ISCUS during the months of January and February.

At Bombay, the banquet was attended by 350 persons.

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3. Australian-Soviet Society's Delegation: The three-member Australian-Soviet Society's delegation on its way to Moscow, was given a reception in July at Bombay.

The reception was attended by about 50 persons.

4. Farewell Reception to Madame Dobroselskaya: A send-off party was given by the ISCUS at Bombay to Madame Dobroselskaya, Vice-Consul to the Soviet Consulate General, Bombay in the month of August.

About 30 members attended the party.

5. Farewell to Mr. Effimov: At New Delhi, a send-off party was given to Mr. Effimov, Information Officer of the Soviet Embassy in India.

The party was attended by 100 members of the ISCUS.

Exhibitions:

1. Bhilai Steel Plant: In March a photographic exhibition on the Bhilai Steel Plant was organized in Bombay.

It was held for three days and was attended by 3,000 people.

2. Plan & the People of the USSR: An exhibition of photographs on the Plan and the People of the USSR was held at Bombay for six days in the month of April.

It was attended by nearly 10,000 persons.

3. Paintings on Lenin's Life: A painting exhibition on Lenin's life was held in New Delhi. It continued for a week.

It was attended by 500 persons.

4. Exhibition of Books and Periodicals: A two-day exhibition of books and periodicals was held in Jaipur in the month of December.

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Films:

The Indo-Soviet Cultural Society was instrumental in showing Soviet films throughout India. Figures announced by some of its branches for film showing were:

Name of Branch	Period	No. of Shows	Attendance
Delhi	January-March	43	79,000
New Delhi	December	6	2,300
Bombay	January-December	423	71,010
Gujarat	May - June	36	85,300
Lucknow	March & December	25	19,010
Maharashtra	November	17	27,600
Madhya Pradesh	November	19	32,400
Total:		569	317,120

Soviet Film Festivals, which became a regular feature, were organized in various towns by ISCUS. Apart from this, films were supplied to schools, institutions, labor unions and commercial concerns for exhibition.

Russian Language Classes:

The ISCUS branches of Bombay and Calcutta conducted regular classes in Russian language. At Bombay the classes were started on the 6th of July, for which a lady Russian teacher was provided by the USSR Consulate at Bombay.

At both the places regular courses of one year have been introduced. Bombay classes have 50 students and Calcutta 79 on the roll.

The experiment of starting classes in New Delhi failed in January 1960, the month they were introduced by the local ISCUS.

Library & Reading Rooms:

Regular libraries functioned in the cities of Bombay, Calcutta, Delhi and Trivandrum. In March, a library was set up at Lucknow also which was presented with nearly 1,000 books by the Soviet Embassy in India.

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The reading rooms in these cities open in the evenings for two to three hours for members only. Apart from the books, periodicals are also available.

In Bombay, on an average, 20 persons make use of the library and reading room facilities, while at New Delhi only 10 persons attend the reading room in a day.

Distribution of Literature:

Old Soviet journals and periodicals are regularly supplied by the Soviet Embassy in India to ISCUS branches for distribution to various schools, colleges and reading rooms in their areas.

Bombay alone maintains a supply-list of 150 such organizations.

Delegations:

1. Goodwill Tour: A six-member delegation of the Indo-Soviet Cultural Society was sent on a goodwill mission to the USSR in September. The delegation consisted of:

Leader:	Dr. T.K. Dayalu	Mysore
Members:	Mr. P.C. Chatterjee	West Bengal
	Mr. P.N. Bhatt	Uttar Pradesh
	Dr. A.K. Shah	Andhra Pradesh
	Mr. Jacob John	Madras
	Mr. Anna Bahu Sathe	Maharashtra

2. Women Delegation: A four-member delegation on behalf of the women section of ISCUS was sent to Moscow in October. The members of the delegation were:

Anupama Bagchi	West Bengal
Shushila Gujral	Delhi
Shirin Abbas Mugal	Maharashtra
Lakshmi Devi Chundawat	Rajasthan

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Office Bearers & Leaders:

<u>Name</u>	<u>Office</u>	<u>State</u>
1. A.K. Shah (Dr)	Secretary, Hyderabad Br.	Andhra Pradesh
2. A.V. Baliga (Dr)	President, ISCUS	Maharashtra
3. A.V. Muzumdar	President, Karwar Br.	Maharashtra
4. Anna Bhau Sathe	--	Maharashtra
5. Anupurna Baghi (Mrs)	--	West Bengal
6. B.C. Guha (Dr)	Vice-President WB	West Bengal
7. Balraj Sahni	Member, ISCUS Executive	Maharashtra
8. Dherendra Nath Sen (Dr)	President, ISCUS WB	West Bengal
9. G. Adhikari	--	Maharashtra
10. G. Sundaram	--	Maharashtra
11. Giani Zail Singh M.P.	President, ISCUS Punjab	Punjab
12. Harcharan Singh (Prof)	--	Delhi
13. Harish Tewari	Member, UP Executive	Uttar Pradesh
14. Jacob John	Member, Madras ISCUS	Madras
15. J.S. Williams (Rev)	Member, Executive ISCUS	Maharashtra
16. Jai Bahadur Singh MLC	Member, Executive UP Br.	Uttar Pradesh
17. K.A. Abbas	--	Maharashtra
18. K.M. Asraf (Dr)	--	Delhi
19. Kalishankar Shukla	Member, Executive UP Br.	Uttar Pradesh
20. Khushi Ram Mehta	Secretary, ISCUS	Delhi
21. Lakshmi Devi Chandawat (Mrs)	--	Rajasthan
22. M.G. Kasbekar	--	Maharashtra
23. Naiz Haider	--	Delhi
24. Narayan Desai	--	Gujarat
25. R.V. Ojha	Secretary, ISCUS UP	Uttar Pradesh
26. P.C. Chatterjee	Member, Executive ISCUS	West Bengal
27. P.N. Bhatt	Gen. Secretary, ISCUS UP	Uttar Pradesh
28. Rajni Patel	Member, ISCUS Bombay	Maharashtra
29. Ram Narain Tripathi	President, ISCUS UP	Uttar Pradesh
30. Ramabhai Bakhle (Mrs)	--	Maharashtra
31. Rattan Shanker	--	Maharashtra
32. S.R. Tikekar	Member, ISCUS Bombay	Maharashtra
33. S.S. Mirajkar	--	Maharashtra
34. Sarah Latifi (Mrs)	--	Maharashtra
35. Shirin Abbas Mugal	--	Maharashtra
36. Suniti Kumar Chatterjee (Dr)	Vice-President, ISCUS WB	West Bengal
37. Sushila Gujral	--	Delhi
38. T.K. Dayalu (Dr)	President, Bangalore Br.	Mysore
39. T.S. Hegde	--	Maharashtra
40. Yash Pal	--	Uttar Pradesh

**Note:** Abbreviations: WB = West Bengal, UP = Uttar Pradesh,  
Br. = Branch.

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2. INDIA-CHINA FRIENDSHIP SOCIETY (ICFS)

The India-China Friendship Society remained inactive during the year due to the Sino-Indian border dispute. It was not even permitted by the Government of India to hold a reception in honour of Premier Chou-En-Lai who came to India.

In the middle of the year, the President of ICFS entered into a controversy with Prime Minister Nehru over the accusation that the organization was trying to project Chinese views on the border dispute. This affected its popularity.

Membership: The membership of ICFS fell by 9,000 during the year. It was 19,000 in 1959.

Branches: Because they were inactive, a number of branches in the Punjab and Maharashtra closed down reducing the number of branches from 37 to 21.

Publications: The ICFS continued to bring out 'India-China', a quarterly in Bengali from Calcutta. There were no other publications.

Activities: The only attempt to revive the activities of the organization was made by holding a meeting at Bombay, in which peaceful negotiations between India and China were urged.

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Office-Bearers and Leaders

Pt. Sunderlal	President
J.S. Williams	Vice-President
Dr. Gyan Chand	Vice-President
R.K. Karanjia	Vice-President
S.S. Mirajkar	Vice-President
Dwijendra Nandi	General Secretary
Jayama Anantchari	Member
V.R. Krishan Arya	Member
Ramesh Sangvi	Member
Balraj Sahni	Member
Jagjit Singh Lyallpuri	Member
M.P. Govinda Reddi	Member
Remi Chakravarti MP	Member

3. INDO-CZECH FRIENDSHIP ASSOCIATION (INDOCZECH)

The activities of the Indo-Czech Friendship Association during the year were few. It has a limited membership and only a few branches.

Activities:

1. Janacek Quartet Reception: A reception was organized for the members of the Janacek Quartet Team in New Delhi in the month of March.

2. Czech Cooperative Team Reception: A reception was organized for the Czech Cooperative team that visited India in December.

Office-Bearers and Leaders

Mrs. Kamladevi Chattopadhyay	President
Dr. B.K. Roy	Vice-President
Inder Mohan	General Secretary
Inder Gujral	Member
Mahmood Mirza	Member

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4. INDO-POLISH FRIENDSHIP & CULTURAL SOCIETY (IPFCS)

The Indo-Polish Friendship and Cultural Society was inaugurated in the month of April. Earlier, there existed an Indo-Poland Cultural Society which was dissolved because it was a pocket organization of its general secretary, Mr. Balwant Singh Kapoor, who has since left for the U.K.

The new organization with a new setup was inaugurated by the Speaker of the House of the People, Mr. A. Ayyangar.

Its membership is not known and it has at present no branches.

Activities: It organized a reception in honour of the Polish Prime Minister when he visited India in the month of September.

Office-Bearers

Mr. Sohanlal

President.

5. INDO-BULGARIAN FRIENDSHIP SOCIETY (IBFS)

The Indo-Bulgarian Friendship Society was organized by a few businessmen in 1956 and ever since it has remained under their control. Its activities had been few during the year and the membership is limited in the interest of its founders.

Membership: At present it claims to have a membership of 120 only.

Activities:

1. The IBFS cooperated with the Lalit Kala Akademi (official organization) in organizing an exhibition on 'Bulgarian Art and Culture' in April, in New Delhi.

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2. Another exhibition was held in New Delhi in the month of May.

3. A cultural evening was held in New Delhi in September.

Office-Bearers and Leaders

- |    |                     |                      |
|----|---------------------|----------------------|
| 1. | S. Gurbux Singh     | President            |
| 2. | S.B.S. Gurbax Singh | Patron               |
| 3. | S. Mahinder Singh   | Secretary            |
| 4. | Deepak              |                      |
| 5. | Harinder Singh      | Organizing Secretary |

6. INDO-HUNGARIAN CULTURAL COMMITTEE (IHCC)

The Indo-Hungarian Cultural Committee was formed during 1960.

Although its activities were few, it has the official patronage of the former Mayor of Delhi. Its membership figures are not available.

Activities: The only reception organized by it was on the occasion of the 15th anniversary of the liberation of Hungary.

Office-Bearers and Leaders

- |                                  |                |
|----------------------------------|----------------|
| Mr. R.K. Aggarwal (Former Mayor) | President      |
| Mr. Yodh Raj (Financier)         | Vice-President |

7. INDO-RUMANIAN FRIENDSHIP SOCIETY (IRFS)

The Indo-Rumanian Friendship Society (IRFS), also known as the Bharti Rumanian - Maitri - Sangh, remained active in a limited group of persons. Its only public meeting was a reception to the Rumanian Trade Mission that visited India in December

Office-Bearers and Leaders

- |    |                                                             |                |
|----|-------------------------------------------------------------|----------------|
| 1. | Sucheta Kriplani, M.P. (Now Minister in Uttar Pradesh)      | President      |
| 2. | I.K. Gujral (Vice-President, New Delhi Municipal Committee) | Vice-President |

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8. INDO-KOREAN CULTURAL SOCIETY (IKCS)

No information is available about this society.

9. INDO-MONGOLIAN CULTURAL SOCIETY (IMCS)

No information is available about this society.

10. SOCIETY FOR CULTURAL RELATIONS (SCR)

The Society for Cultural Relations is an Indo-GDR friendship society, and remained inactive during the year.

11. THREE COLORS AND FIVE STARS (TCFS)

Three Colors and Five Stars is an Indo-China friendship society organized by the students of the Allahabad University. No information is available about it.



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PEACE AND DISARMAMENT ORGANIZATIONS

1. ALL INDIA PEACE COUNCIL (AIPC)

The All India Peace Council was one of the most active organizations during the year. The members of the Indian National Congress, by their association with it, provided it with respectability.

Branches: During 1960, the Secretariat of the AIPC announced the opening of 20 more branches, thus bringing the total to 42 district and town units.

Membership: The membership figures of the AIPC, according to two different sources are between 5,000 and 7,000.

Publications: During the year, out of three periodicals, two continued to appear. The Peace Review, English edition, stopped publication in the end of 1959. The other two periodicals are:

- |    |              |         |
|----|--------------|---------|
| 1. | Peace Review | Hindi   |
| 2. | Antarjatika  | Bengali |

The only book published by AIPC in 1960 is Bulgarian Poems (Hindi) translated by Dr. Ram Vilas Sharma and is priced at Rs. 2.00.

Activities:

1. Panch-Sheel Conferences: During the month of February, Panch Sheel Conferences were held at Patna, Hazaribagh, Ranchi, Darbhanga, Motihari, Bhagalpur and Samastipur in Bihar State.

The Bihar State Panch Sheel Conference was also held.

2. Peace Conferences

A number of Peace Conferences were also held during the year. The

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most important were those held in West Bengal State at Kharda, Barrackpore, Howrah, Kalighat and the one in Madhya Pradesh at Rewa.

The main themes of these conferences were: "Disarmament," "Summit," and "American Espionage."

3. Joint Peace Conferences

Another feature of the activities of the AIPC was to hold joint peace conferences with other front organizations.

At Burdwan, in West Bengal, a joint conference was held with the local Kisan Sabha.

At Darjeeling, the Darjeeling Labour Union and the Peace Council organized a 'Sino-India Unity and Peace Conference.'

4. Public Meetings

The following public meetings were organized by the AIPC during the year:

1. Punjab Peace Council's Meeting at Khanna on 'disarmament.'
2. Delhi Peace Council's Meeting on 'disarmament, espionage and summit.'
3. Public Meetings held throughout India on 'Anti-US-Japan Security Pact.'
4. Delhi Peace Council's public Meeting to observe 'South Africa Day.'
5. Public Meetings were organized all over India to observe 'Freedom to Goa Day!'

5. Signature Campaigns

A signature campaign was started in the month of August on the following issues:

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1. Freedom to Goa
2. New Summit with Afro-Asian participation
3. Support Soviet Disarmament Plan

6. Anniversaries

The AIPC and its various units observed the anniversaries of the following men of letters:

- |                                          |               |
|------------------------------------------|---------------|
| 1. Mark Twain                            | On April 9th  |
| 2. Jornstern Joneson                     | On April 11th |
| 3. Dr. Robert Kosh(German)               | On May 20th   |
| 4. Robert Suma (German)                  | On June 21st. |
| 5. Dingo Rodrigvej De Sebala<br>Velaskej | In August     |
| 6. Katsushika Hokose Ann                 | In September  |
| 7. Anderi Rubilyon                       | In October    |
| 8. Leo Tolstoi                           | In November   |
| 9. Luis Charles Alfred<br>de Massey      | In December   |

7. Receptions

A reception was organized at Bombay for the 275-member Soviet Peace and Goodwill Mission that berthed for two days on its sea-peace-mission of Asian countries.

Office-Bearers and Leaders

(a) World Peace Council Secreteriat Members from India:

1. Ramesh Chander
2. S.D. Kitchlew, Peace Prize Winner
3. Mulk Raj Anand
4. C.N. Malviya of the Institute for International Peace.
5. Dr. Kosambi

(b) All India Peace Council

- |                           |                |
|---------------------------|----------------|
| 1. Pt. Sunder Lal         | President      |
| 2. Ramesh Chander         | Genl.Secretary |
| 3. V. Parameshwaran       | Secretary      |
| 4. Dewan Chaman Lal, M.P. | Member         |

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5. Biswas Chitranjan	Member
6. Jaswant Chauhan	Member
7. Sethuraman Chettiar	Member
8. M.G. Desai	Member
9. Gopal Haldar MLA	Member
10. V.R. Krishnan Arya	Member
11. O.P. Paliwal	Member
12. C.N. Malviya	Member

(c) Bengal Peace Council

1. Syed Nausher Ali	President
2. Kalpana Dutt	Genl. Secretary
3. Dr. Sadan Sen	President, Howrah Br.
4. Bipin Behari Rana	President, Kalighat Br.
5. Hiren Mukherjee MP	
6. Vivekanand Mukherjee	
7. Baren Roy	
8. Kavi Lal Chatterjee	

(d) Delhi State Peace Council

1. Rana Jang Bahadur Singh	President
2. R.K. Aggarwal	Genl. Secretary
3. Shanta Vashist MP	
4. Harsarup Sharma	
5. Tirath Ram Tuli	
6. Niranjan Lal Kankodia	
7. Mrs. Fakar Begum	
8. Ram Chander Sharma	
9. B.D. Joshi	
10. Janardhan Sharma	

(e) Bombay Peace Council

1. Rev. J.S. Williams	President
2. Kaka Kelelkar	
3. R.K. Karanjia	
4. K.A. Abbas	
5. Niranjan Desai	
6. Ramesh Sanghvi	

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2. INDIAN PARLIAMENTARIANS FOR PEACE & DISARMAMENT (IPPD)

In March 1960, a new front organization, the Indian Parliamentarians for Peace and Disarmament (IPPD) was organised by a number of Congress and Communist legislators in India.

The Congressmen who joined the IPPD were those who were either already active in other front organizations or belonged to the Congress Socialist Group (also known as Ginger Group) within the Indian National Congress.

Membership: At its first conference held in New Delhi, the IPPD announced a membership of 250. This membership is open to legislators who are members either of the Indian Parliament or of the State Legislatures. Former legislators can also enrol as members under certain conditions.

Objectives: The Conference declared the objectives of the IPPD as follows:

1. To create world public opinion in favor of the Soviet disarmament plan.
2. To work for peaceful coexistence as enunciated by the Soviet Union on the basis of Panch Sheel.
3. To provide moral support to freedom fighters in Asian and African colonies of European powers.
4. To propagate against racial discrimination.

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Publications: After the Conference, the IPPD brought out a pamphlet on Disarmament which contains articles on various issues. It is priced at Rs. 1.25.

Decisions of the First Conference:

1. It passed a resolution denouncing the Sharpenville massacre in South Africa and appealed to the United Nations to take immediate steps to end racial discrimination and prevent the South African Government from 'perpetrating atrocities' on the African people.
2. It called for 'total, universal and guaranteed disarmament.'
3. It demanded the prohibition of all nuclear weapons and condemned the French test in the Sahara.
4. It supported the policy of peace based on Panch Sheel and non-alignment.
5. It called upon the writers and intellectuals of the world to help create public opinion in favor of disarmament.
6. It called upon the parliamentarians of the world to consider the possibility of holding a World Meet for peace and disarmament.

Foreign Delegates to the Conference

The following persons attended the Conference on behalf of their countries:

- |                         |                        |
|-------------------------|------------------------|
| 1. Dr. D.N. Pritt       | United Kingdom         |
| 2. Mr. Li Buk Myung MP  | North Korea            |
| 3. Prof. Alfred Nordin  | German Democratic Rep. |
| 4. Mr. Horace Alexander | United Kingdom         |
| 5. Mr. Bradford Smith   | U.S.A.                 |
| 6. Mr. Lucie Luzzatto   | Italy                  |
| 7. Mr. Mirza Ibrahimby  | USSR                   |
| 8. Mr. Aziz Sherif      | Iraq                   |
| 9. Mr. Burham Shahidi   | China                  |

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Indian-Contact Committee for World Meet

1. Dewan Chaman Lal M.P.
2. Dr. Syed Mahmud M.P.
3. Dr. Anup Singh, Former M.P.
4. Mr. Bhupesh Gupta M.P.
5. Mr. Brahm Prakash M.P.
6. Mr. Bhahdur Singh M.P.

Members of the IPPD

- |     |                       |      |           |
|-----|-----------------------|------|-----------|
| 1.  | Dewan Chamanlal       | MP   | Congress  |
| 2.  | Brahm Prakash         | MP   | Congress  |
| 3.  | Dr. Syed Mahmud       | MP   | Congress  |
| 4.  | S. Kapur Singh        | MLC* | Congress  |
| 5.  | Dr. Anup Singh Former | MP   | Congress  |
| 6.  | S. Bhahdur Singh      | MP   | Congress  |
| 7.  | S. Hukam Singh        | MP   | Congress  |
| 8.  | Mr. H.C. Hedda        | MP   | Congress  |
| 9.  | N.R. Malkani          | MP   | Congress  |
| 10. | A.K. Gopalan          | MP   | Communist |
| 11. | Bhupesh Gupta         | MP   | Communist |
| 12. | Renu Chakravarty      | MP   | Communist |
| 13. | Parvati Krishnan      | MP   | Communist |
| 14. | Hiren Mukherjee       | MP   | Communist |
| 15. | Inderjit Gupta        | MP   | Communist |

\* Punjab Legislative Council.

3. INDIAN ASSOCIATION FOR AFRO-ASIAN SOLIDARITY (AAS)\*\*

Organized in 1955, the Indian Association for Afro-Asian Solidarity was specially designed to exploit existing regional sentiments of the Afro-Asian countries. In April, its parent body, the Afro-Asian Solidarity Committee met at Conakry. As a result, it decided to penetrate other fields by organizing the Afro-Asian Women's Conference, 2nd Conference of Afro-Asian Writers, Afro-Asian Planning Conferences, and the Afro-Asian Economic Committee.

\*\* Not to be confused with the Afro-Asian Council, a non-Communist organization for the right of self-determination in colonies as well as in Tibet.

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Membership: The membership of the AAS for the year 1960 has been announced as 600.

Branches: The most active branches were Delhi, Calcutta, Bombay, Madras, Allahabad, Lucknow and Trivandrum.

Activities:

1. Film Festivals

The Indian Association for Afro-Asian Solidarity organized a film festival in New Delhi in February, which continued for 11 days. On an average the 22 shows were attended by 150 persons per show.

Another festival was held in Bombay in the end of December at the time of the annual conference of the AAS.

In Delhi, it also organized a cultural and film program in April for three days. The attendance claimed was 500 persons.

2. Arts & Crafts Exhibition

The AAS organized an arts and crafts exhibition in the month of February, in New Delhi. It continued for a week.

3. Receptions

A public reception was accorded to President Nasser on his visit to India.

Receptions were also organized for Indian delegates to the Conakry Conference and to the Soviet Afro-Asian Solidarity Conference.

4. Public Meetings

A large number of public meetings were held in India during the year. The main themes of these meetings were:

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1. Freedom of Goa
2. South Africa Day
3. African Struggle Against Imperialism
4. Sino-India talks
5. Disarmament
6. Fifth Anniversary of Bandung
7. On Conakry Resolutions

5. Cultural Program

On the eve of the Fifth anniversary of the Bandung Conference,  
'cultural evenings' were organized at Bombay and New Delhi.

Office Bearers and Leaders:

- |                             |           |
|-----------------------------|-----------|
| 1. Mrs. Rameshwari Nehru    | President |
| 2. Rana Jang Bhahadur Singh |           |
| 3. Dr. Anup Singh           |           |
| 4. Perin Barucha            |           |
| 5. Begum Rahimtoola         |           |
| 6. S.S. Mirajkar            |           |
| 7. V.N. Desai               |           |
| 8. Dr. Gyan Chand           |           |
| 9. Mrs. Gyan Chand          |           |
| 10. H.D. Malviya            |           |
| 11. S.S. Chauhan            |           |

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WOMEN ORGANIZATIONS

1. NATIONAL FEDERATION OF INDIAN WOMEN (NFIW)

The National Federation of Indian Women is the only country-wide front organization for women. Its activities were restricted during the year to organizing women's festivals.

Membership: The membership claimed during the year is 13,000.

Publications: It has one official organ: Women's News (Quarterly-English).

Active Branches: The following units of the NFIW were most active during the year:

- |    |                             |                  |
|----|-----------------------------|------------------|
| 1. | Madhyaamgram Mahila Samiti  | South India      |
| 2. | Paschim Banga Mahila Samiti | West Bengal      |
| 3. | Lok Istri Sabha             | Amritsar, Punjab |
| 4. | Mahila Samiti               | Pondicherry      |
| 5. | Mahila Samiti               | Tiruchirapalli   |
| 6. | Mahila Samiti               | Tuticorin        |

Activities:

1. Women's Festivals

In every state, the NFIW organized Women's Festivals during the year. It was only in West Bengal that these festivals were a success.

The West Bengal State unit organized 15 festivals in which 2,000 women participated. The festivals were attended by 15,000 women.

The general features of these festivals were:

1. Sports Meet
2. Cultural Program
3. Exhibition of Handicrafts

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4. Health Shows
5. Symposia on education, women and literature, health and child care, women's work and home duties.

2. 50th Anniversary of International Women's Day

The NFIW observed the 50th anniversary of the International Women's Day in all the important cities of India. These celebrations continued for a fortnight and the program included cultural shows, film shows, public meetings and lectures.

In Delhi State alone 10 lectures, 10 public meetings and 7 film shows were organized.

3. Reception

A send-off to the delegates going to the International Assembly of Women in Copenhagen was organized in New Delhi.

Office-Bearers and Leaders

1. Aruna Asaf Ali (Mrs.)
2. Anusuya Gyan Chand (Mrs.)
3. Amrita Pritam (Mrs.)
4. Aparna Banerjee (Mrs.)
5. Bani Mitra
6. Bani Das Gupta
7. Hajrah Begum
8. Indu Rova Roy (Mrs.)
9. Jyotir Mayee Nag
10. Kamlendu Mati Shah (Mrs.)
11. Kanak Mukerjee
12. Krishnan Arya (Mrs.)
13. Lity Ghosh (Mrs.)
14. Mohini Roy
15. Maitrayee Devi
16. Mira Dutt Gupta
17. Madge Vaidya
18. Projhot Kaur

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19. Pranti De
20. Rameshwari Nehru
21. Renu Chakravarty
22. Rajni Roy
23. Ramabai Bhakle
24. Renuka Kar
25. Roseamma Poonnose
26. Sarla Sharma
27. Sarala Bhattacharia (Mrs.)
28. Sova Chakravarti
29. Saraswati Subbiah
30. Seeta Devi
31. Sarah Latifi
32. Sumita Bannerjee
33. Shanti Aggarwal
34. Vinla Farooqui
35. Vishalakshi Narayanswami (Mrs.)

2. ISHTRI SABHA, DELHI (ISD)

The Ishtri Sabha is a working women's organization which is a wing of the Communist Party of India. It is directly controlled by the Central Cell of the CPI and its members are individuals employed in government service or in private firms. Though its general activities are known, its day to day activities are a close-guarded secret.

It carries on its open activities in the following areas of operation:

1. To maintain relationship with the household.
2. To distribute literature and win over children of the locality.
3. To induce girls of the locality to take part in cultural activities.
4. To win over persons in important positions.

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Members of the ISD

1. Mrs. Vimla Farooqui
2. Mrs. Sarla Sharma
3. Mrs. Chib
4. Mrs. Joshi
5. Mrs. Kaushalya Devi
6. Miss Nirmal Devi
7. Miss Rita
8. Mrs. Sarla Devi
9. Miss Rama
10. Mrs. Yamin

3. MAHILA ATMA RAKSHA SAMITY, WEST BENGAL (MARS)

It is an old organization created during 1947-48, for the self-defense of women. At present it associates with the NFIW and secretly performs the same job as the Ishtri Sabha in Delhi

Publication: It has an old publication Ghare Baire (Household) in Bengali.

Leaders:

1. Kanak Mukerjee
2. Seeta Mukerjee
3. Kalpana Dutt

4. AFRO-ASIAN WOMEN'S CONFERENCE (AAWC)

The Indian Association for Afro-Asian Solidarity in collaboration with other national committees has called for the formation of the Afro-Asian Women's Committee.

The first conference of this committee was called in Cairo in the month of December and was attended by delegates from 50 countries.

A sponsoring committee was therefore setup at the AAS Conference of which the Indian association was a member. In India a similar

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committee was set up with Mrs. Rameshwari Nehru as President and Begum Rahimtoola (representative at Cairo Committee) as Secretary.

The program of this organization has been announced as:

Women's social, economic, political, cultural and legal rights; their definition and steps to protect the same.

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YOUTH AND STUDENT ORGANIZATIONS

1. ALL INDIA YOUTH FEDERATION (AIYF)

The All India Youth Federation was organized in 1959 as a central organization of various independent Communist youth associations. As a result, the following local and state associations were affiliated to AIYF:

1. West Bengal Democratic Youth Federation
2. Calcutta Yuba Sangh
3. Bihar State Democratic Youth League
4. All India Progressive Students' Bloc
5. Andhra Youth Federation
6. Punjab Yuvak Sabha

As a result of the formation of AIYF, the World Federation of Youth withdrew the recognition granted to Federation of Indian Youth and extended the same to AIYF.

The Federation of Indian Youth, however, exists and claims to be a federation of various national associations of youth, though it has lost its importance because of the withdrawal of CPI support. Moreover, it was not invited to the World Youth Festival held in Austria in 1960.

Membership: The membership of the AIYF is claimed to be 13,600 as compared to 13,000 in 1959.

Activities:

1. West Bengal Festival

The West Bengali Unit of the AIYF and IPTA's (Indian Peoples' Theatre Association) Calcutta Branch jointly organized a festival

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of cultural programs in Calcutta.

2. Bhagat Singh Day

The Units of the Punjab and Delhi State organized 'Bhagat Singh Day' in various parts of Delhi city and in different towns of the Punjab.

Bhagat Singh was a freedom fighter from the Punjab.

3. Cultural Evenings

'Cultural Evenings' were organized by the branches of the AIYF in Bombay, Patna, Gwalior, Delhi and Amritsar.

4. Delegations from Communist Countries

In June the AIYF invited a Czech Youth Delegation to India which toured the country.

In November, a Soviet Youth Delegation was invited. It toured India for 22 days visiting Punjab, Bihar, West Bengal, Orissa, Andhra, Mysore, Kerala, Maharashtra, Madhya Pradesh and Uttar Pradesh.

Receptions, cultural programs and youth rallies were organized for this delegation.

Leaders:

- |     |                    |                   |
|-----|--------------------|-------------------|
| 1.  | Balraj Sahni       | President         |
| 2.  | Kumud Desai (Mrs.) |                   |
| 3.  | S.M. Mirchandani   |                   |
| 4.  | Vinayak Karhade    |                   |
| 5.  | Bal Desai          |                   |
| 6.  | Shambu Mitra       | General Secretary |
| 7.  | Des Raj Goel       | Secretary         |
| 8.  | S. Chatterjee      |                   |
| 9.  | Ram Kumar          |                   |
| 10. | Rani Roy           |                   |
| 11. | Ibne Hussain       |                   |

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- |     |                           |                   |
|-----|---------------------------|-------------------|
| 12. | Ranbir                    |                   |
| 13. | Salil Chowdhury           |                   |
| 14. | Narain Rao                |                   |
| 15. | Satya Narain              |                   |
| 16. | Sukumar Gupta             | Vice-President    |
| 17. | Krishan Chandra Chowdhury | Vice-President    |
| 18. | Ganesh Vidhyarthi         |                   |
| 19. | Sushil Chakravarty        | Secretary         |
| 20. | Jimmy Malabarwala         |                   |
| 21. | P.K. Vasudevan Nair M.P.  |                   |
| 22. | C. Panigrahi              | Vice-President .. |
| 23. | Nand Kishore Patnaik      |                   |
| 24. | Somer Singh               |                   |
| 25. | Prem Singh                |                   |
| 26. | Nathi Singh               |                   |
| 27. | Bansi Parimur             |                   |
| 28. | Sach Narain               | Vice-President    |
| 29. | I.B. Anand                |                   |
| 30. | Robin Nandy               |                   |
| 31. | Kalyan Das Gupta          |                   |
| 32. | Sushil Munshi             |                   |
| 33. | Sastri                    |                   |
| 34. | G.B. Narain               |                   |
| 35. | V. Nair M.P.              | Vice-President    |
| 36. | G. Shanker                | Secretary         |

2. ALL INDIA STUDENTS' FEDERATION (AISF)

It is the oldest student organization in India. It split into two blocs, Communists and nationalists, at the time of the 'Quit India' movement in 1942. The official body remained with the Communists after the nationalist walk out.

Though a large membership is claimed, the AISF is mostly inactive.

Office-Bearers and Leaders

- |    |                      |                   |
|----|----------------------|-------------------|
| 1. | Vidya Sagar Nautiyal | President         |
| 2. | Harendas Gupta       | General Secretary |
| 3. | Sambhu Mitra         |                   |
| 4. | Vinayak Karhabe      |                   |
| 5. | Bal Desai            |                   |

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3. NAV JAWAN SABHA (NJS)

A youth organization created in 1960 by the Uttar Pradesh State Committee of the Communist Party of India for providing military training to Communist youth in border areas.

- The organization is a secret wing of the CPI. ○

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LABOR AND PEASANTS ORGANISATIONS1. ALL INDIA KISAN SABHA (AIKS)

Although the All India Kisan Sabha is a very active front organisation, its popularity is on the decline since 1955. The reason for this is that in the major states of India, Hind Kisan Panchayat affiliated to the Praja Socialist Party is equally active.

It is only in Tamilnad, Punjab and West Bengal that AIKS is powerful.

During the year it led many struggles, particularly 'anti-betterment levy' agitation in the Punjab, against State governments.

Membership: The membership of the AIKS in 1960 has been officially announced as 568,531. The relative figures for previous years are given below:

<u>Year</u>	<u>Membership</u>
1955	1,086,909
1956	736,575
1957	609,301
1958-1959	700,000 (cumulative figures)
1960	568,531

The relative strength of the AIKS in 11 states of India is as under:

<u>State</u>	<u>Membership in 1960</u>
Andhra	20,000
Assam	27,460
Bihar	20,000
Kerala	38,000
Maharashtra & Gujarat	45,000
Orissa	10,050
Punjab	118,000
Rajasthan	20,000
Tamilnad	91,000
Uttar Pradesh	40,000
West Bengal	139,021

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Office-Bearers and Leaders

(a) Central Kisan Council (Elected May 1960):

1.	A.K. Gopalan, M.P.	President
2.	Bankim Mukerjee	Vice President
3.	Manali Kandaswamy	Vice President
4.	Bhownai Sen	General Secretary
5.	S.V. Parulekar, M.P.	Secretary
6.	Jagjit Singh Lyallpuri	Secretary
7.	Z.A. Ahmed	Treasurer

(b) Members of the Central Kisan Council

<u>Name</u>	<u>State Represented</u>
1. A.K. Subbiah	Tamilnad
2. Achintya Bhattacharya	Assam
3. B. Srinivasan Rao	Andhra Pradesh
4. Baba Gurmukh Singh	Punjab
5. Biswanath Mukerjee	West Bengal
6. Bhogendra Jha	Bihar
7. C.H. Kanaran	Kerala
8. Chowdhary Ghasi Ram	Delhi
9. Dalip Singh Tapalia	Punjab
10. Godawari Parulekar (Mrs.)	Maharashtra
11. H.K. Surjoet	Punjab
12. H.K. Konar	West Bengal
13. K.A. Keralooyan	Kerala
14. M.A. Rasul	Bihar
15. P.R. Madhavan Pillai	Kerala
16. P.K. Tondon	Uttar Pradesh
17. S.C. Mahanty	Orissa
18. Y.V. Krishna Rao	Andhra Pradesh

(c) Zonal Incharges of AIKS

<u>Incharges</u>	<u>Zones</u>
1. A.K. Gopalan, M.P.	Karnataka Kerala Tamilnad
2. S.V. Parulekar, M.P.	Andhra Pradesh Maharashtra Gujarat

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- |    |                               |                                                 |
|----|-------------------------------|-------------------------------------------------|
| 3. | Z.A.Ahmed, M.P.               | Uttar Pradesh<br>Madhya Pradesh<br>Bihar        |
| 4. | Jagjit Singh Lyallpuri        | Punjab<br>Rajasthan<br>Himachal Pradesh         |
| 5. | Bhowani Sen & Bankim Mukerjee | Bengal<br>Orissa<br>Tripura<br>Manipur<br>Assam |

(d) State Leaders of AIKS

Assam:

- |     |                       |                 |
|-----|-----------------------|-----------------|
| 1.  | Achnitya Bhattacharya | President       |
| 2.  | Bishnu Bora           | Secretary       |
| 3.  | Anil Roy Choudhary    | Joint Secretary |
| 4.  | Suren Hazarika        | Joint Secretary |
| 5.  | Bhadrakrishna Goswami | Member          |
| 6.  | Bipin Dainairi        | Member          |
| 7.  | Biresw Misra          | Member          |
| 8.  | Dhireswar Kalita      | Member          |
| 9.  | Gopen Roy             | Member          |
| 10. | Haripada De           | Member          |
| 11. | Jagneswar Das         | Member          |
| 12. | Lohit Das             | Member          |
| 13. | Phani Phora MLA       | Member          |
| 14. | Promode Gogoi         | Member          |
| 15. | Tularam Bhuyan        | Member          |

Maharashtra:

- |    |                     |           |
|----|---------------------|-----------|
| 1. | Nana Patil          | President |
| 2. | Madhav Rao Gaikwad  | Secretary |
| 3. | Bhanrai Gaikwad     | Member    |
| 4. | S.G.Sardesai        | Member    |
| 5. | S.V.Parulekar, M.P. | Member    |
| 6. | Godawari Parulekar  | Member    |

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Madhya Pradesh:

1. Har Narayan Upadhaya Secretary

Himachal Pradesh:

1. Kameshwar Pandit Secretary

Punjab:

1. Gurbax Singh Dakota	Member
2. Ch.Telu Ram	Member
5. Ishwar Singh Sondhi	Member
4. Shamshor Singh Josh	Member
5. Raja Singh	Member
6. Prakash Singh Dardi	Member
7. S.Dara Singh	Member
8. Anand Sarup	Member
9. B.S. Bindra	Member
10. Kanwar Bikram Singh	Member
11. Gurmukh Singh Chawla	Member
12. Banwari Lal	Member

State Kisan Sabhas

1. Andhra Pradesh Ryots' Association, Himayatnagar,	Hyderabad
2. Assam Provincial Kisan Sabha, Banapati Bhaban, Rani Ban,	Gauhati
3. Bihar Rajya Kisan Sabha, 43, Logislator's Club, Gardiner Road,	Patna
4. Gujarat Kisan Sabha, Juna Bazar,	Bronch
5. Himachal Pradesh Kisan Sabha, Skipton Villa,	Sinla
6. Kerala Karshaka Sangham, Pawamani Road,	Kozhikode
7. Karnataka Raitha Sangha, 56, K.V.Temple Street,	Bangalore

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|---------------------------------------------------------------|----------------|
| 8. Madhya Pradesh Kisan Sabha,<br>Itwara,                     | Bhopal         |
| 9. Maharashtra Kisan Sabha, Raj Bhawan,<br>V.B. Patel Road,   | Bombay-4       |
| 10. Manipur State Kisan Sabha,<br>47, Gimsar Road,            | Imphal         |
| 11. Punjab Prov. Kisan Sabha,<br>Civil Lines,                 | Jullundur City |
| 12. Rajasthan Prov. Kisan Sabha,                              | Jhunjhunu      |
| 13. Tamilnad Kisan Sabha,<br>15 Perranna Maistry Street,      | Madras-1       |
| 14. Tripura Kisan Sabha,<br>Motor Stand Road,                 | Agartala       |
| 15. Utkal Kisan Sabha,<br>Chandni Chowk,                      | Cuttack        |
| 16. Uttar Pradesh Kisan Sabha,<br>22, Kaiserbagh,             | Lucknow        |
| 17. West Bengal Prov. Kisan Sabha,<br>77, Dharamtalla Street, | Calcutta-13    |

2. ALL INDIA TRADE UNION CONGRESS(AITUC)

The All India Trade Union Congress is the second largest labor federation in India, the first being Indian National Trade Union Congress (INTUC) controlled by the Indian National Congress.

The activities of AITUC were varied during the year. Strikes in local factories and agitation for better wages were the common feature.

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On all India scale only one strike was launched by the labor federations controlled by the opposition parties in India, in which AITUC was a constituent. This strike of the Government employees ultimately fizzled out, thus giving a setback to AITUC, Hind Mazdur Sabha (HMS -- controlled by the Praja Socialist Party) and United Trade Union Congress (UTUC -- controlled by the Revolutionary Socialist Party).

AITUC also participated in peace campaigns of AIPC and was mainly instrumental for organising film shows on behalf of ISCUS in labor areas.

Membership: The All India Trade Union Congress claims to be the largest labor federation in India with a membership of 1,399,931. But the Government of India recognises only INTUC as such after verification of memberships of all the labor federations. In 1959, the Government of India accepted 499,931 as the membership of AITUC. The same figures were treated for 1960 till verification of membership.

The relative membership of AITUC during the last few years is as follows:

<u>Year</u>	<u>Unions Affiliated</u>	<u>Membership</u>
1954	925	-
1955	481	306,963
1956	538	422,851
1957	-	-
1958	807	537,567
1959	-	499,931

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Publications: During the year AITUC has published two books.  
The three periodicals printed during the year 1959 continued their publications in 1960.

(a) Books:

1. Report of the Textile Wage Board and AITUC memorandum of the Wage Board  
Price - Rs.3.00
2. Glorious Five Days Vol.1  
Price - Rs.3.00

(b) Periodicals:

- |                       |                       |
|-----------------------|-----------------------|
| 1. Trade Union Record | Monthly - English     |
| 2. Worker.            | Fortnightly - English |
| 3. Majdoor Janata     | Fortnightly - Hindi   |

Office-Bearers and Leaders

Secretariat

(6 Members)

1. B.Balachandra Menon
2. K.G.Srivastava
3. Raj Bhahadur Gour, M.P.
4. Pravati Krishnan, M.P.
5. S.A.Dange, M.P.
6. S.S.Yusaf
7. S.S.Mirajkar
8. T.V.Vitthal Rao

Executive Committee

(25 Members)

- |                            |                   |
|----------------------------|-------------------|
| 1. S.S.Mirajkar            | President         |
| 2. Parvati Krishnan, M.P.  | Vice President    |
| 3. B.Balachandra Menon     | Vice President    |
| 4. S.S.Yusaf               | Vice President    |
| 5. Ranon Sen, MLA          | Vice President    |
| 6. S.A.Dange, M.P.         | General Secretary |
| 7. Raj Bhahadur Gour, M.P. | Secretary         |
| 8. K.G.Shrivastava         | Secretary         |
| 9. T.V.Vitthal Rao         | Treasurer         |

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10.	Thangamani	Member
11.	Satish Lomba	Member
12.	Inderjit Gupta, M.P.	Member
13.	Jyoti Basu, MLA	Member
14.	A.C.Nanda	Member
15.	P.Bhattacharia	Member
16.	Bhal Chandra Trevedi	Member
17.	Chaturanand Misra	Member
18.	Homi Daji, MLA	Member
19.	M.Kalyanasundran	Member
20.	Monoranjan Roy	Member
21.	Ran Ashore	Member
22.	S.M.Banerjee, M.P.	Member
23.	Swami Kumaranand	Member
24.	Kartar Singh	Member
25.	M.Elihas, M.P.	Member

General Council of AITUC

(151 Members)

<u>Name</u>	<u>Any Other Office</u>	<u>State</u>
1. A.C.Nanda	Secretary, Delhi State TUC	Delhi
2. A.D.Gadkari	-	Maharashtra
3. A.K.Gopalan, M.P.	President, AIKS	Kerala
4. A.S.Chari	-	Tamilnad
5. A.Srimalu	-	Andhra
6. Aswini Roy	-	West Bengal
7. Ali Ajmad	Secretary, Bihar TUC	Bihar
8. B.Bhattacharia (Dr.)	President, Assam TUC	Assam
9. B.D.Joshi	Member, Delhi State TUC	Delhi
10. Balraj Mehta	-	Punjab
11. Banamuli Das	-	Orissa
12. Barin Chowdhary	General Secretary, Assam TUC	Assam
13. Benarsi Tewari	-	Assam
14. Bhajan Singh	-	Punjab
15. Bhalchandra Trevedi	General Secretary, Gujarat TUC	Gujarat
16. Bhupathy	-	Kerala
17. Biren Majumdar	-	West Bengal
18. Chaturanand Misra	Secretary, Bihar TUC	Bihar
19. D.M.Sant	Vice-President, Gujarat TUC	Gujarat
20. Gauri Shanker	-	Uttar Pradesh
21. H.K.Vyas	-	Rajasthan
22. Habib Rehman	President, Bihar TUC	Bihar
23. Hanuman Singh	Vice President, Gujarat TUC	Gujarat
24. Haradhan Roy	-	West Bengal
25. Harbans Lal	Secretary, FWD Workers Union	Punjab

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26.	Homi Daji, MLA	Secretary, Madhya Pradesh TUC	Madhya Pradesh
27.	Hrishi Banerjee	Secretary, West Bengal TUC	West Bengal
28.	Inderjit Gupta, MP	Vice President, West Bengal TUC	West Bengal
29.	Jaganath Sarcar	Vice President, Bihar TUC	Bihar
30.	Jyoti Basu, MLA	-	West Bengal
31.	K. Gopalan	Treasurer, Bihar TUC	Bihar
32.	K.A. Rajan	-	Kerala
33.	K.L. Narsinham	-	Tamilnad
34.	K.G. Srivastava	Secretary AITUC	Uttar Pradesh
35.	K.T.K. Thangamani, MP	-	Tamilnad
36.	Kalyan Roy	-	West Bengal
37.	Kartar Singh	President, Punjab TUC	Punjab
38.	Kedar Das, MLA	Secretary, Jamshedpur Steel Workers	Bihar
39.	Krishanlal Mankad	Vice President, Gujarat TUC	Gujarat
40.	Lalit Burman	Secretary, Bihar TUC	Bihar
41.	Loknath Kumar	Secretary, Bihar TUC	Bihar
42.	M. Elias, M.P.	-	West Bengal
43.	M.C. Narsimham, MLA	-	Mysore
44.	M. Kalyanasundaram	President, Tamilnad, TUC	Tamilnad
45.	M.S. Krishnan	-	Mysore
46.	M.V. Bhadres	-	Andhra
47.	Mahapatrai	-	Orissa
48.	Mangat Ram Vats	-	Punjab
49.	Mohammad Ismail	Vice President, West Bengal, TUC	West Bengal
50.	Monoranjan Roy	-	West Bengal
51.	N.K. Krishnan	-	Kerala
52.	N. Satyanaryana	General Secretary, Hyderabad TUC	Andhra
53.	Nihar Mukerjee	Secretary, National Federation of Metal & Engineering Workers of India	West Bengal
54.	P.D. Gandhi	Secretary, Gujarat TUC	Gujarat
55.	P.K. Kurno	-	Maharashtra
56.	P.K. Thakur	-	Madhya Pradesh
57.	Parvathi Krishnan, MP	-	Tamilnad
58.	Prabhakar Kar, M.P.	President, All India Bank Employees Federation	West Bengal
59.	Prasanta Burman	-	Assam
60.	R.C. Ram	-	Orissa
61.	R.V. Ojha	Secretary, Journalists Association	Uttar Pradesh
62.	Radha Krishan	-	Delhi
63.	Raj Bhahdur Gour, MP	-	Maharashtra

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64.	Raj Bhahdur Verma	-	Uttar Pradesh
65.	Ram Ashere	General Secretary, Uttar Pradesh TUC	Uttar Pradesh
66.	Ram Sen	-	West Bengal
67.	Ranen Sen, MLA	-	West Bengal
68.	Ratan Roy	General Secretary, Bihar TUC	Bihar
69.	Robin Mukerjee MLA	-	West Bengal
70.	S.A.Dange, MP	-	Maharashtra
71.	S.C.Dutta	-	Uttar Pradesh
72.	S.G.Patkar, MLA	-	Maharashtra
73.	S.K.Limaye	Member, Executive, Maharashtra TUC	Maharashtra
74.	S.M.Banerjee, MP	-	Uttar Pradesh
75.	S.S.Mirajkar	-	Maharashtra
76.	S.S.Yusaf	-	Uttar Pradesh
77.	S.Y.Kolhatkar	Secretary, Maharashtra TUC	Maharashtra
78.	Satish Loomba	General Secretary, Punjab TUC	Punjab
79.	Shakir Ali Khan MLA	-	Madhya Pradesh
80.	Shantial Bohn Shukla	Vice President, Gujarat TUC	Gujarat
81.	Shantilal Vasa	Secretary, Gujarat TUC	Gujarat
82.	Sudhir Ghosh	-	West Bengal
83.	Sunil Mukerjee	Vice President, Bihar TUC	Bihar
84.	Suryanarayana	Secretary, Karnatak TUC	Mysore
85.	Swami Kumaranand	President, Rajasthan TUC	Rajasthan
86.	T.N.Siddhanta	-	Maharashtra
87.	T.R.Ganesan	General Secretary, Tamilnad TUC	Tamilnad
88.	Tahir Hussain MLA	-	West Bengal
89.	Tulsi Das Poria	Treasurer, Gujarat TUC	Gujarat
90.	U.Misra(Dr.)	Vice President, Bihar TUC	Bihar
91.	V.P.Rahavachari	-	Mysore
92.	Vajubhai Shukla	President, Gujarat TUC	Gujarat
93.	Vithal Chaudari	-	Maharashtra
94.	Y.Vijayakumar	-	Andhra
95.	Z.A.Ahmed MP	-	Bihar

(List Incomplete)

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3. ALL INDIA AGRICULTURAL LABOUR'S ASSOCIATION (AIALA)

No information is available regarding this organization.

4. ASSOCIATION OF SCIENTIFIC WORKERS OF INDIA (ASWI)

No information is available regarding this organization.

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CULTURAL ORGANISATIONS

1. ALL INDIA PEOPLE'S THEATRE ASSOCIATION (IPTA)

The All India People's Theatre Association was founded in 1943 when the Communist Party of India joined hands with the British to promote war efforts. During the 17 years of its existence, IPTA has extended its activities to practically every state and also to the remote villages.

IPTA is officially recognised by the Government of India through Sangeet Kala Akademi and Natak Academy. It is a very popular institution in India.

Membership: The exact membership of IPTA is not known. Its last conference held in 1958 was attended by 1000 delegates from all parts of India. According to its constitution, each delegate is elected to represent 10 members. Thus its membership is estimated to be 10,000.

Activities:

1. State Festivals: IPTA's branches organised state festivals in the cities of Calcutta, Bombay, Trivandrum, Patiala and Gwalior. These shows were held during the months of April, May and June, the usual features being, classical dances, folk dances, classical and light music and one act plays.

2. Lectures: The Delhi State branch of IPTA held a series of lectures on the history of IPTA.

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3. Cultural Shows: IPTA branches participated in nearly all the conferences which were organised during the year, by the Front Organisations.

Office-Bearers and Leaders

Sachin Sen Gupta	President
Niranjan Sen	General Secretary
Abdul Majid	Member
Achla Sachdev	Member
Anand Gupta	Member
Anil Biswas	Member
Annabahu Sathe	Member
Aruna Asaf Ali	Member
Balraj Sahni	Member
Begum Qudsia Zaidi	Member
Bimal Roy	Member
J.R.Jindal	Member
Jang Bhahdur Singh	Member
Jaswant Thakkar	Member
Jawahar Chowdhary	Member
Jyotirinder Mitra	Member
K.Subramanyam	Member
K.A.Abbas	Member
Kunwar Mubayi (Mrs.)	Member
Nathu Ram Poddar	Member
Nandita Kirplani	Member
Nirmal Ghose	Member
Pritam Singh	Member
Rajender Rajvanshi	Member
Saktish Ray	Member
Salil Choudhari	Member
Sujata Davis (Mrs.)	Member
Surinder Kaur	Member
Vishnue Prabhkar	Member

2. BAHUROOPE DRAMATIC SOCIETY (BDS)

The Bahuroope Dramatic Society was founded in Calcutta in 1949 and is now affiliated to IPTA.

Its activities are not known as it is localised in Calcutta only.

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Publications: It publishes one periodical - Bahuroope - in Bengali.

Leaders:

Sambhu Mitra  
Tripti Devi  
M. Bhattacharya  
G. Boso

3. NATYAKAR SANGA (NSC)

The Natyakar Sanga was founded in 1956 in Calcutta by the present President of IPTA...Mr. Sachin Sen Gupta...It picks up new talent and provides training.

Leaders:

Sachin Sen Gupta  
Digindra Chandra

4. HINDUSTANI THEATRE (HT)

The Hindustani Theatre is a local dramatic society in Delhi. It is mostly dominated by fellow travellers.

ART, LITERARY AND RESEARCH ORGANISATIONS1. ALL INDIA PROGRESSIVE WRITERS' ASSOCIATION (PWA)

The All India Progressive Writers' Association is one of the oldest front organisations. It was organised in 1936 and its last conference was held at Bombay in 1959.

Publications: There are a number of periodicals printed by various groups of writers who belong to PWA. Recently Literary News Bulletin - a monthly in English - has been started in New Delhi. The other periodicals are:

✓ 1. Kirti	Hindi	Monthly
✓ 2. Kahani	Hindi	Monthly
✓ 3. Hans	Hindi	Monthly
✓ 4. Samavet	Hindi	Monthly
✓ 5. Sakoyt	Hindi	Monthly
✓ 6. Vasudhu	Hindi	Monthly
✓ 7. Yugchetna	Hindi	Monthly
✓ 8. Sahitya Patrika	Bengali	Monthly
✓ 9. Prit Lari	Punjabi	Monthly

Leaders:

1. A.S. Bahutokar (Mrs.)	Mysore
2. Abid Hussain	Maharashtra
3. Ahiji Shaukat Husnam	Kerala
4. Ali Sardar Jafri	Maharashtra
5. Anantan Chakravarty	West Bengal
6. Ehtsham Hussain	Uttar Pradesh
7. Harish Chander Diwedi	West Bengal
8. Harnam Singh Naaz	Punjab
9. K.A. Abbas	Maharashtra
10. Kamal Ahmod Siddiqui	Kashmir
11. Katham	Madras
12. Krishan Chander	Maharashtra
13. Majrooh Sultanpuri	Uttar Pradesh
14. Mahmood Hunar	Uttar Pradesh
15. Mohinder Nath	Delhi



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16. Mulk Raj Anand	Maharashtra
17. Nakshob Jarchavi	Maharashtra
18. Nirmala Pando (Miss)	Dolhi
19. Parkash Pandit	Maharashtra
20. Probhat Kumar	West Bengal
21. Projot Kaur	Punjab
22. Raghunandan Sahai	Madhya Pradesh
23. Rajender Singh Bedi	Maharashtra
24. Rooplal Udaru	Punjab
25. S.U.Rizvi	Uttar Pradesh
26. Sajjad Zahoer	Maharashtra
27. Sahir Ludhianvi	Punjab
28. Sant Singh Sekhon	Punjab
29. Santokh Singh Dhir	Punjab
30. Subhed Chandor	West Bengal
31. Tanweer Hussain	Andhra
32. Vishwa Nath Adil	Maharashtra
33. Wajda Tabussam (Miss)	Andhra
34. Wajid Ul Hussain	Madhya Pradesh
35. Yash Pal	Uttar Pradesh

2. FILM WRITERS' ASSOCIATION (FWA)

The Film Writers' Association has its activities localised in Bombay only. It maintains its regular contacts with the film industry and thus influences the writers in the line.

Leaders:

1. Ali Sardar Jafri
2. Balraj Sahni
3. Bimal Roy
4. K.A.Abbas
5. Kardar
6. Naushad
7. Parkash Pandit
8. Rajender Singh Bedi
9. Sahir Ludhianvi
10. Saktish Ray.

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3. KENDRI PANJABI WRITERS' ASSOCIATION (KEWA)

The Kendri Punjabi Writers' Association is the central organisation of all the Punjabi writers of India. It held its recent conference in Moga (Punjab) in the middle of 1960.

Leaders:

- |                                      |                   |
|--------------------------------------|-------------------|
| 1. Giani Gurmukh Singh Musafir, M.P. | President         |
| 2. Sant Singh Sekhon                 | General Secretary |
| 3. Gurbaksh Singh                    | Member            |
| 4. Kulwant Singh Virk                | Member            |
| 5. Mohan Singh                       | Member            |
| 6. Narak Singh                       | Member            |
| 7. Roshanlal Ahuja                   | Member            |
| 8. Sujen Singh                       | Member            |

4. GORKY LITERARY SOCIETY (GLS)

5. YOUNG PROGRESSIVE WRITERS ASSOCIATION (YPWA)

Both the above organizations were organised in 1959 by Dev Dutta Atal, member, Executive Committee, Delhi State branch of the Communist Party of India, and Shashi Bhusan, a fellow traveller. The organisations remained inactive during 1960 and are now in the process of disintegration.

6. INDO-LATIN AMERICAN WRITERS SOCIETY (ILAWS)

No information is available regarding this organisation.

7. PROGRESSIVE PAINTERS' ASSOCIATION (PPA)

The Progressive Painters' Association was organised in 1944 in Madras. Its membership is open to painters and sculptors. It is recognised by the official Lalit Kala Akademi.

Membership: It has 200 members on its roll.

Leaders:

1. Devi Prashad Roy Chowdhary
2. K.C.S. Pannikar
3. Krishan Khanna

8. FORUM OF RESEARCH AND DISCUSSION (FRD)

The Forum of Research and Discussion was organised in 1959 in New Delhi and subsequently it enrolled membership in various universities of India. It is an association of university teachers, intellectual and writers. Although many non-communists are members of FRD yet it is dominated by the communists.

Publications: It has an organ in which the writings of its members are published. The organ - Enquiry - published in English - is brought out irregularly. In 1959 it had two issues and in 1960 it had only one.

Leaders:

- |                       |                                     |
|-----------------------|-------------------------------------|
| 1. Prof Bipin Chander | Hindu College, Delhi                |
| 2. Dr. K.M. Asraf     | K.M.College, Delhi                  |
| 3. Prof.Arun Bose     | K.M.College, Delhi                  |
| 4. Mohit Sen          | Assit.Editor, New Age Weekly        |
| 5. M.G.Agwani         | International Studies School, New D |
| 6. Prof.K.A.Naqvi     | Aligarh University                  |
| 7. Dr.Irfan Habib     | Aligarh University                  |

9. SOCIETY FOR CONTEMPORARY STUDIES (SCS)

The Society for Contemporary Studies is an old organisation founded by a few youth leaders (Federation of Indian Youth-previously recognised by the World Federation of Youth) who are now out of favor with the CPI but have contacts with the Soviet Embassy in India. It undertakes research on contemporary subjects and publishes them.

Publications: It has an old official organ Contemporary which started as a fortnightly but has now become a monthly. A few of its members recently started a Hindi weekly - Hindi Times - with the support of the Soviet Embassy in India.

It published only one pamphlet in Hindi and English during the year 1960:

Look Out: Asia ! .....US On the Offensive!

Leaders:

1. Bhahdur Singh, M.P.
2. GLK Sexana
3. C.Panigarhi, M.P.

PROFESSIONAL ORGANISATIONS

1. ALL INDIA ASSOCIATION OF DEMOCRATIC LAWYERS (ADL)

The All India Association of Democratic Lawyers is only active in West Bengal and Kerala. In other parts of India, it is a less known organisation. During the year, it had no activity except to send its general secretary - S. Acharya - to Moscow, to witness the U-2 trial and later on to participate in the international conference of Democratic Lawyers.

Leaders:

1. S. Acharya
2. Janardhan Sharma
3. Harish Aggarwal
4. S. Chatterjee
5. N. Narayanan Nair

2. ALL INDIA TEACHERS' FEDERATION (AITF)

3. WEST BENGAL TEACHERS' FEDERATION (WBTF)

4. TAMILNAD ELEMENTARY SCHOOL TEACHERS' FEDERATION (TESTF)

5. ANDHRA RASHTRA ELEMENTARY TEACHERS' FEDERATION (ARETF)

Except that the West Bengal, Tamilnad and Andhra Rashtra Federations are affiliated to the All India Teachers' Federation, no further information is available about the above organisations. The general secretary of the West Bengal Federation is Satyapriya Roy.

MISCELLANEOUS ORGANISATIONS

1. 26th JANUARY MOVEMENT (26th)

The 26th January Movement was initiated by a Marxist group of intellectuals in Bombay in March 1960. The movement intends to play the role of enlightened public opinion and to build up the same to support Prime Minister Nehru's foreign policy.

According to the manifesto issued by the 26th January Movement, the freedom of India was attained by a non-violent revolution led by Mahatma Gandhi and the socio-economic content of the Indian national struggle was shaped, to a large extent, by Prime Minister's socialist ideas.

It further 'feels' that the gradual development of these ideas into the planned economy of our country has been achieved in the face of opposition not only from some of the Prime Minister's followers in the ruling party but from many interested factions in the private sector and the confused intelligentsia outside.

Membership: This organisation was originated at the encouragement of Mr. Krishna Menon, Defence Minister. It includes the 'Blitz group' and certain members of the Democratic National Conference who have recently joined the National Conference of Jammu and Kashmir.

Leaders:

- |                   |          |
|-------------------|----------|
| 1. Mulk Raj Anand | Convenor |
| 2. R.K.Karanjia   | Member   |
| 3. M.G.Desai      | Member   |
| 4. Narain Desai   | Member   |
| 5. Ramesh Thapper | Member   |
| 6. Ramesh Sanghvi | Member   |
| 7. A.S.R.Chari    | Member   |
| 8. G.M.Sadiq      | Member   |

2. DESH BHAGAT PARTY (DBP)

The Punjab State unit of the Communist Party of India which draws the majority of its membership from the sikh community, has organised its sikh members into the Desh Bhagat Party. The aim of DBP is to capture the Shrimoni Gurudwara Parbandhak Committee -- a committee for the management of sikh shrines in India and known as SGPC -- as it controls large funds which can be otherwise useful to the CPI.

In early 1960, elections to the SGPC took place. The DBP joined hands with Indian National Congress' similar organisation -- Sat Sangat Board -- to contest 22 seats out of nearly 150. Both the constituents of this joint front drew a blank against the Akali Dal.

3. CHEKOV CENTENARY COMMITTEE(CCC)

The Chekov Centenary Committee was organised in New Delhi in February 1960 in order to celebrate the anniversary. The CCC organised a symposium on the 'Influence of Chekov on Hindi writers'.

Leaders:

1. Benarsi Das Chaturvedi, M.P.
2. Manmath Nath Gupta
3. Hans Raj Rehber

4. MARXIST STUDY CIRCLE (MSC)

In March 1960, the Marxist Study Circle was inaugurated at the Calcutta University in order to propagate the study of Marxist literature, organise discussion groups and distribute Marxist literature.

As a result MSC organised a literature mela in the University Campus which continued for a week and literature worth Rs.350 was sold.

Leaders:

1. Bijen Purkayatha                      Secretary

Advisory Committee:

1. Dr. D.N. Sen
2. Prof. Doviparshad Chatterjee
3. Mr.Chinmohan Sebanabis



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CHAPTER III

Com

Indian  
FRONT ORGANIZATIONS

1961

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III(A) HIGHLIGHTS

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The number of front organizations identified during the year 1961 was 50, as compared to 47 in the previous year.

The most active of these organizations were:

1. Indo-Soviet Cultural Society
2. Indian Committee for Afro-Asian Solidarity
3. All India Trade Union Congress
4. All India Kisan Sabha
5. All India Youth Federation
6. All India Peace Council

The new organizations established in 1961 were:

1. Indian Association of Afro-Asian Youth Affairs
2. All India Consultative Committee of Young Workers
3. Indian Writers for Afro-Asian Solidarity
4. Indian Institute for the Study of Afro-Asian and World Affairs

The organization -- Chekov Centenary Committee -- outlived its utility and was dissolved.

Membership figures were available for only 19 of the 50 front organizations. Those 19 organizations had a total membership of 1,327,230.

The following organizations remained inactive in 1961:

1. Indo-China Friendship Society
2. Indo-Korean Friendship Society
3. Indo-Mongolian Cultural Society
4. Society for Cultural Relations
5. Three Colours and Five Stars
6. Gorky Literary Society
7. Young Progressive Writers Association
8. Indo-Latin American Writers Society

FRONT ORGANIZATIONS: 1959 thru 1961

Types of Front Organizations	1959	1960	1961
1. Friendship Societies	10	11	11
2. Peace and Disarmament Organizations	2	3	3
3. Women's Organizations	3	4	4
4. Youth and Student Organizations	2	3	5
5. Labor and Peasant Organizations	4	4	4
6. Cultural Associations	4	4	4
7. Literary Associations	5	6	7
8. Art Associations	1	1	1
9. Research Organizations	2	2	3
10. Professional Organizations	4	5	5
11. Miscellaneous Organizations	2	4	3
Total	39	47	50

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TOTAL KNOWN MEMBERSHIP OF FRONT ORGANIZATIONS: 1961

Types of Front Organizations	Number of organi- zations	Organizations for which membership is known	Number of members in Col.3 organi- zations
(1)	(2)	(3)	(4)
1. Friendship Societies	11	7	19,601
2. Peace and Disarmament Organizations	3	2	11,900
3. Women's Organizations	4	2	35,500
4. Youth and Student Organizations	5	2	20,900
5. Labor and Peasant Organizations	4	2	1,228,279
6. Cultural Associations	4	1	10,000
7. Literary Associations	7	2	850
8. Art Associations	1	1	200
9. Research Organizations	3	-	-
10. Professional Organizations	5	-	-
11. Miscellaneous Organizations	3	-	-
Total	50	19	1,327,230

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MEMBERSHIP OF FRONT ORGANIZATIONS1960-1961FRIENDSHIP SOCIETIES

No.	Front Organization	Membership	
		1960	1961
1.	Indo-Soviet Cultural Society	11,916	15,431
2.	Indo-Czech Friendship Association	131	275
3.	Indo-Polish Friendship and Cultural Society	160	160
4.	Indo-Bulgarian Friendship Society	120	150
5.	Indo-Hungarian Cultural Committee	-	50
6.	Indo-Rumanian Friendship Society (Bharati Rumanian Maitri Sangh)	25	35
7.	India-China Friendship Society	9,000	3,500
8.	Indo-Korean Cultural Society	-	-
9.	Indo-Mongolian Cultural Society	-	-
10.	Society for Cultural Relations (Indo-German)	-	-
11.	Three Colours and Five Stars (Indo-China)	-	-
Total		21,352	19,601

PEACE AND DISARMAMENT GROUPS

No.	Front Organization	Membership		Remarks
		1960	1961	
1.	All India Peace Council	6,000	11,000	
2.	Indian Committee for Afro-Asian Solidarity	600	900	
3.	Indian Parliamentarians for Peace and Disarmament	-	-	
Total		6,600	11,900	

WOMEN'S ORGANIZATIONS

1.	National Federation of Indian Women	13,000	14,500	
2.	Indian Committee for Afro-Asian Women	-	-	
3.	West Bengal Mahila Samity	-	21,000	
4.	Ishtri Sabha	-	-	Closed group
Total		13,000	35,500	

YOUTH AND STUDENT GROUPS

No.	Front Organization	Membership		Remarks
		1960	1961	
1.	All India Youth Federation	13,600	15,900	
2.	All India Student Federation	-	5,000	
3.	Nav Jawan Sabha	-	-	Closed group
4.	Indian Association of Afro-Asian Youth	-	-	Open to youth members of AAS
Total		13,600	20,900	

LABOR AND PEASANT ORGANIZATIONS

1.	All India Kisan Sabha	568,531	720,645	
2.	All India Trade Union Congress	507,634	507,634	Verified figures for 1961 not available
3.	All India Agricultural Labour Association	-	-	
4.	Association of Scientific Workers of India	-	-	
Total		1,076,165	1,228,279	



CULTURAL ASSOCIATIONS

No.	Front Organization	Membership		Remarks
		1960	1961	
1.	Indian People's Theatre Association	10,000	10,000	
2.	Bahuroopee Dramatic Society	-	-	Limited group
3.	Natyakar Sangh (Calcutta)	-	-	Limited group
4.	Hindustani Theatre	-	-	Limited group
Total		10,000	10,000	

LITERARY ASSOCIATIONS

1.	Indian Writers for Afro-Asian Solidarity	-	-	Open to members of AAS
2.	Progressive Writers Association	-	600	
3.	Kendri Punjabi Lekhak Sabha	-	250	
4.	Film Writers' Association	-	-	Open to members of PWA
5.	Gorky Literary Society	-	-	
6.	Young Progressive Writers Association	-	-	
7.	Indo-Latin American Writers Association	-	-	
Total		-	850	

ART ASSOCIATIONS

1.	Progressive Painters' Association	200	200	
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COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

FILMS

January, 1961

Prepared by

Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

## FILMS

### A. Summary

The Soviet Union made great efforts to expand its connections and the volume of its activities in the film field in India during 1960. In spite of the hostile atmosphere created by the border dispute between China and India, China was able to clear more film titles in 1960. Czechoslovakia which led in 1959, dropped sharply. Additional countries in 1960, not represented in 1959, were Rumania, Bulgaria and Albania.

The Children's Film Society in India was the main instrument for the exploitation of children's films in India, especially in New Delhi and the Punjab.

Film festivals were organized in Bombay, Calcutta, Trivandrum, Ahmedabad, Delhi and Ferozepore.

The Indo-Soviet Cultural Society (ISCUS) was another society instrumental for organizing film shows in India.

The total number of film titles from Communist countries cleared by the Film Censor Board of the Government of India in 1959 was 135, whereas only 120 were cleared in 1960.

These figures do not include titles refused clearances and those screened in the premises of Communist country missions in India. No data are available on this matter.

In early 1960 a Soviet film delegation led by the Uzbek director, Kamil Yarmator, arrived in Bombay with a proposal for a joint Soviet-Indian film production. A return visit was paid by the Indian producer Mr. S. Mukherjee and it was decided to film a joint production called "A Poem of Two Hearts" in Bombay and Moscow locales.

Earlier, however, producer K.A. Abbas had produced "Pardesi" and Bimal Roy had entered into a contract with the Czechoslovakian State Film Company

B. Films Imported During 1959-1960

TABLE I

FILMS FROM BLOC COUNTRIES : 1959-1960

Country	1959	1960	Total
1. U.S.S.R.	39 33	66	105
2. China	10 49	14	24
3. Czechoslovakia	59 56	8	67
4. G. D. R.	8 20	3	11
5. Hungary	2	9	11
6. Korea	4	-	4
7. Poland	11 22	6	17
8. Vietnam	2 1	3	5
9. Rumania	- 1	7	7
10. Bulgaria	- 3	3	3
11. Albania	-	1	1
<i>Mongolia</i>	<i>1</i>		
Total:	135 186	120	255

Names of Films Imported from Bloc Countries (1960)

Soviet Union:

1. Here Lived Lenin
2. Snow Queen
3. Virgin Soil Upturned
4. The Origin of Species
5. Spring's Voices
6. Lenin's Profile
7. The Rooks are Here
8. The Poet's Fate
9. The Kurd's in Soviet Armenia
10. The Overcoat
11. Mumu
12. Alert
13. Yuvgeni Onegin
14. The Thieving Magpie
15. The Idiot
16. The Captain's Daughter

*Not 35 x 16 mm film (features and documentaries)*

17. Othello
18. Khrushchev in India - 1960 (Namasty)
19. The Steel of Friendship (Bhilai)
20. Mother
21. Flight to Moon
22. Prince of Samarkhand
23. Collective Farm Near Moscow
24. Ordeal
25. Bleak Morning
26. A Man's Destiny *The Fate of Man available in 1959*
27. Animal Trappers
28. Fly a Muromets
29. Great Friendship
30. Mysterious Find
31. Unusual Match
32. Soviet Uzbekistan
33. Sputnik
34. Mazdoor Raj
35. Variety T.V. Program
36. Lenin - Ice Breaker
37. Blazing Trail of the Stars
38. Lenin Lives On
39. We Met in Moscow
40. Parliamentary Election in USSR
41. Cuban Cossacks
42. On Barsa-Kelmes Island (Colored)
43. Story of the Carpets (Colored)
44. A Woodland Story (Colored)
45. Adventures of Mechanikin (Colored)
46. Rivals on the Ice (Colored)
47. Soon it will Rain (Colored)
48. A Boy From Naples (Colored)
49. Champion of Gymnastics
50. Million in a Bag
51. Grass Hopper
52. Kashtanka
53. Anton Chekov
54. Dawn Over India
55. I Saw Love for India
56. May Day 1960
57. Dirk
58. Namasty *possibly same as No. 18?*
59. President Rajendra Prashad in the USSR
60. Laila Majnu
61. Voltaire's Library
62. Bath
63. Two Captains
64. International Women's Conference
65. Maria the Wonderful Weaver
66. The Magic Cob

Poland:

1. Ashes and Diamonds
2. Treasure
3. Young Chopin
4. King Math I
5. Luna Park
6. Spring Adventures of Gnome

Vietnam:

1. New Story
2. Water Has Come Down To Bae-Hang Hai
3. A New Popular Education

Rumania:

1. Jack of Hearts
2. Hello? Wrong Number
3. Short History
4. Seven Arts
5. Homo Sapiens
6. One Morning
7. The Thermometer is Feverish

China:

1. Five Gold Flowers
2. Long Live the Red Army
3. Song of the Youth
4. Nieh Erh
5. Precious Little Lantern
6. Lin Tse-Hsu
7. Magic Box
8. Variety Show in a Square
9. Storm
10. Young people of our Village
11. For Class Brothers
12. 2nd Afro-Asian Film Festival, Cairo
13. Morning Light
14. Wind from the East

Hungary:

1. Par Lepas a Hator
2. Pillar of Salt
3. What a Night
4. Red Iruk
5. Ward No. 8
6. On Foot to Heaven
7. Yesterday
8. Achievements of Fifteen Years
9. Be Good Till Death

*(A Few Steps to the Border)*

Czechoslovakia:

1. Scenes from Czechoslovakia
2. Invention of Destruction
3. The Fox and the Wolf
4. Christmas Dreams
5. The Knot
6. Two Little Frosts
7. May Stars
8. A Remarkable Sunday

Bulgaria

1. Act of Bulgarian Master
2. History Lesson
3. Legend of Love

G.D.R:

1. Sterne — (Stars)
2. Five Days and Five Nights
3. The Secret of the Silent Star

Albania:

1. Skanderberg

C. ISCUS Film Shows in India\*

<u>City</u>	<u>Number of Shows</u>	<u>Audience</u>
Surat	3	4,500
Ankleshwar	2	7,000
Broach	1	5,000
Baroda	3	2,200
Padra	2	2,800
Ahmedabad	8	16,000
Bhavnagar	6	23,000
Patialana	6	13,100
Surendernagar	5	15,100
Jabalpur	6	7,000
Bhopal	6	4,500
Indore	2	14,000
Malegaon	3	4,600
Dhulia	4	6,000
Jalgaon	1	3,000
Akola	2	2,500
Amarnath	2	4,000
Nagpur	5	5,500
Balaghat	2	2,000
Waraseoni	1	1,000
Seoni	2	3,000
Bombay	423	71,010
Delhi	43	79,000
New Delhi	6	2,300
Lucknow	25	19,010
	<u>569</u>	<u>317,120</u>

\*Complete list not available.

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COMMUNIST PROPAGANDA ACTIVITIES

IN INDIA - 1960

RADIO

January, 1961

Prepared by  
Research Section

UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA



## RADIO

### A. Summary

Radio as a potent instrument of propaganda was well exploited by the U.S.S.R. and China during 1960. Radio Moscow increased its broadcasts in Hindi by 3.30 hrs a week and in Bengali by 1.45 hrs a week.

Apart from the regular features, Radio Moscow organized special programs during the visits of former President Voroshilov and Premier Khrushchev to India. Special programs were also organized on the World Agriculture Fair, Premier Khrushchev's visit to the Bhilai Steel Plant and on the theme of the Late Mr. Rabindernath Tagore's visit to the U.S.S.R.

Radio Peking, however, did not increase its weekly hours of broadcast. The Hindi broadcast had already been increased by 3.30 hrs. in November 1959.

RADIO MOSCOW : Weekly Broadcasting Hours

Language	1954	1955	1956	1959	1960
English	14.00	15.45	15.45	15.45	15.45
Hindi	3.30	5.15	8.45	8.45	12.15
Urdu	*	7.00	7.00	7.00	7.00
Bangali	5.15	8.45	8.45	5.15	7.00
Tamil	*	*	*	3.30	3.30
Total:	22.45	36.45	40.15	40.15	45.30

\* No Program

RADIO PEKING : Weekly Broadcasting Hours

Language	1954	1955	1956	1959	1960
English	*	*	7.00	7.00	7.00
Hindi	*	*	*	3.30@	7.00

\* No Program

@ In November 1959 the Hindi program was increased to 7.00 hrs.

B. Radio Programs of Moscow and Peking

Broadcast Schedule of Radio Moscow

<u>Language</u>	<u>Timings (IST)</u>	<u>Wave Lengths Meter Bands</u>	<u>Duration</u>
English	13.00 to 13.30	13,16,19 & 25	2.15 hrs.
	17.00 to 17.30	13,16,19 & 25	
	18.30 to 19.00	13,16,19 & 25	
	20.30 to 21.15	13,16,19 & 25	
Hindi	16.00 to 16.30	13,16,19 & 25	1.45 hrs.
	17.30 to 18.00	13,16,19 & 25	
	21.15 to 22.00	13,16,19 & 25	
Urdu	16.45 to 17.00	13,16,19 & 25	1.00 hrs.
	19.45 to 20.30	13,16,19 & 25	
Bengali	16.30 to 16.45	13,16,19 & 25	1.00 hr.
	19.00 to 19.45	13,16,19 & 25	
Tamil	18.00 to 18.30	13,16,19 & 25	0.30 hrs.

Radio Moscow broadcasts daily. The programs include news bulletins, a review of the Soviet papers, and commentaries and talks on life in the USSR as well as international topics. Soviet leaders and foreign guests often participate.

Feature Programs (English)

<u>Day of the Week</u>	<u>Number of Broadcast</u>	<u>Feature</u>
Sunday	Last Broadcast	<u>Literary Program</u> Stories and selections from novels and radio adaptations.
Monday	Last Broadcast	<u>Soviet Week</u> A review of events in the Soviet Union during the preceding week.
Tuesday	Second Broadcast	<u>Children's Program</u> A program of music, stories, etc.
	Last Broadcast	<u>Music Program</u> Selected music from the USSR.
Thursday	Third Broadcast	Science & Engineering
	Last Broadcast	Ideological Topic
Friday	Last Broadcast	Sports Round-up
Saturday	Third Broadcast	In the countries of Socialism
	Last Broadcast	Mail Bag and Music by Request

Special Programs for Youth

<u>Day</u>	<u>Date of the Month</u>	<u>Program</u>
Wednesday	First Wednesday of month	Youth Magazine
	Third Wednesday of month	Friendship Magazine
	Last Broadcast(Third Wed.)	Youth and Friendship Magazines.

Russian Language Classes (Started May 20, 1960)

<u>Day of the Week</u>	<u>Broadcast</u>	<u>Program</u>
Monday	Third Broadcast	Russian by Radio
Friday	Third Broadcast	Russian by Radio

Philatelist's Corner

<u>Date of the Month</u>	<u>Broadcast</u>	<u>Program</u>
14th of every month	Third broadcast	Attention Stamp Collectors
28th of every month	Third broadcast	Attention Stamp Collectors

Feature Programs (Hindi)

<u>Day of the Week</u>	<u>Broadcast</u>	<u>Program</u>
Sunday	Last Broadcast	Literary Program
Monday	Last Broadcast	Soviet Week
Tuesday	Last Broadcast	Mail Bag
Wednesday	Second Broadcast	Children's Program
Thursday	Second Broadcast	Science & Engineering
Friday	Last Broadcast	Ideological Topic
Saturday	Last Broadcast	Music

Programs for Youth (Hindi)

<u>Day of the Month</u>	<u>Broadcast</u>	<u>Program</u>
1st Thursday of month	Last Broadcast	Youth Magazine
3rd Thursday of month	Last Broadcast	Friendship Magazine

Philatelists' Corner (Hindi)

<u>Date of the Month</u>	<u>Broadcast</u>	<u>Program</u>
15th of every month	Third Broadcast	Attention Stamp Collectors
29th of every month	Third Broadcast	Attention Stamp Collectors

Feature Programs (Urdu)

<u>Day of the Week</u>	<u>Broadcast</u>	<u>Program</u>
Sunday	Last Broadcast	Literary Program
Monday	Last Broadcast	Sports Round-up
Thursday	Last Broadcast	In Socialist Countries
Saturday	Last Broadcast	Cultural Life in the USSR.

Feature Programs (Bengali)

Sunday	Last Broadcast	Literary or Music Program
Monday	Last Broadcast	Soviet Week
Tuesday	Last Broadcast	Sports Round-up
Wednesday	Last Broadcast	You Ask and We Will Answer
Thursday	Last Broadcast	Children's Program
Friday	Last Broadcast	Science & Engineering
Saturday	Last Broadcast	Mail bag

Philatelist's Corner (Bengali)

Day of the Month

1st Friday of every month	Last Broadcast	Attention Stamp Collectors
4th Friday of every month	Last Broadcast	Attention Stamp Collectors

Feature Program ( Tamil )

Day of the week

Sunday	---	Music
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Broadcast Schedule of Radio Peking

<u>Language</u>	<u>Timings (IST)</u>	<u>Wave Lengths Meter Bands</u>	<u>Duration</u>
English	20.30 to 21.30	25 and 31	1 hour
Hindi	20.00 to 20.30 21.30 to 22.00	25 and 31 25 and 31	1 hour

Regular Features both in English and Hindi

<u>Day of the Week</u>	<u>Program</u>
Monday	Listeners' letter box; Music of Today
Tuesday	China in Construction
Wednesday	Culture in China; Talks on Major Developments
Thursday	China's Socialist Villages
Friday	In Socialist Countries
Saturday	Giant Steps into the Future; Quiz; Music
Sunday	Listener's Letter Box

C. Special Programs During the Year (Radio Moscow)

1. On the Visit of the Former President of the USSR to India:

<u>Date of Broadcast:</u>	January 20th	
<u>Program</u>	<u>Timing of English Broadcasts</u>	<u>Timing of Hindi Broadcasts</u>
Biographies of Voroshilov, Kozlov, and Madame Furtseva	13.00 to 13.30	13.30 to 14.00
Soviet-India Friendship Radio Magazine and Concert by Soviet Artists	20.30 to 21.15	21.15 to 22.00

2. On the Soviet Pavilion at the World Agriculture Fair

<u>Date of Broadcast:</u>	January 21, 1960	
<u>Program</u>	<u>Timing of English Broadcasts</u>	<u>Timing of Hindi Broadcasts</u>
Feature on Soviet Pavilion of the Agfair	18.00 to 18.30	18.30 to 19.00
Feature on USSR and Concert of Soviet Artists	20.30 to 21.15	21.15 to 22.00

<u>Date of Broadcast:</u>	January 22, 1960	
<u>Program</u>	<u>Timing of English Broadcasts</u>	<u>Timing of Hindi Broadcasts</u>
Feature on Indo-Soviet Cultural Relations	18.00 to 18.30	18.30 to 19.00
Indian Songs by Soviet Singers	20.30 to 21.15	21.15 to 22.00

3. On N.S. Khrushchev's Visit to India

<u>Date of Broadcast</u>	February 11, 1960	
<u>Program</u>	<u>Timing of English Broadcasts</u>	<u>Timing of Hindi Broadcasts</u>
Biography of N.S. Khrushchev	18.00 to 18.30	18.30 to 19.00
Commentary on N.S. Khrushchev's Visit to Asian Countries	20.30 to 21.15	21.15 to 22.00



<u>Date of Broadcast:</u>	February 15, 1960	
<u>Program</u>	<u>Timing of English Broadcasts</u>	<u>Timing of Hindi Broadcasts</u>
Soviet Press on N.S. Khrushchev	18.00 to 18.15	18.30 to 18.45
Books by Indian Authors in the USSR	18.15 to 18.30	18.45 to 19.00
Commentary on N.S. Khrushchev's Visit to India	20.30 to 20.50	21.15 to 21.35
Concert of Indian Music	20.50 to 21.15	21.35 to 21.60

4. On the Visit of N.S. Khrushchev to Bhilai Steel Plant

<u>Date of Broadcast:</u>	February 14, 1960	
<u>Program</u>	<u>Timing of English Broadcast</u>	<u>Timing of Hindi Broadcasts</u>
Bhilai - A symbol of Soviet-Indian Friendship	18.00 to 18.30	18.30 to 19.00
Indian Songs by Soviet Artists	20.30 to 21.15	21.15 to 22.00

5. Rabindranath Tagore in the USSR

In connection with the birth centenary of Gurudev Rabindranath Tagore, Moscow Radio plans a series of broadcasts. These broadcasts include reminiscences of the Soviet people on their meetings with Tagore, extracts from Tagore's plays staged by Soviet theaters and music by Soviet composers on Tagore's songs. They describe preparations in the USSR for celebrating Tagore's centenary.

Probable date of Commencement of programs: Mid 1960

<u>Language</u>	<u>Day of the Month</u>	<u>Timings (IST)</u>
English	25th of every month	20.30 to 21.15
Hindi	30th of every month	21.15 to 22.00
Bengali	5th of every month	19.00 to 19.45

IN-2-61

## MULTI MEDIA SURVEY PART I - ORGANIZATIONAL STRUCTURE

February 1961

### Summary of Major Findings:

Tentative hypotheses developed by this observational study follow:

1. More attention needs to be given to systematic ways of consolidating the values of a visit in relationship to many aspects of the USIC program, such as adding significant names to publication mailing lists contacting libraries, film borrowers etc.
2. Ideally a typical Multi-Media operation should be a balanced blend of both the informational and cultural aspects of the program.
3. More attention should be given to the selection of cities best suited to a particular multi-media show.
4. Flexibility in the relation between subject of talks and subject of exhibit is indicated. Since a typical community will be visited only once a year it may be desirable from a program stand point to give talks on current issues far removed from the theme of the exhibit used in the show.
5. As long as exhibitions are to be centrally produced they should be of a broad general nature and posts should perhaps be given the privilege of making minor local modifications.
6. Talks by Americans are generally regarded by American officers as most important single component of the multi-media show. Experimentation with various techniques of audience participation to maximize the responsiveness of the audience is therefore indicated.
7. It is important for the advance man to have a clear idea of the target audience for a particular show when selecting a site for the exhibit.

### IMPLEMENTATION

More selective choice of both cities and sites (points 3 and 7) have been noted since these survey based recommendations were circulated.

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PRELIMINARY REPORT ON THE ORGANIZATIONAL STRUCTURE OF MULTI-MEDIA  
OPERATIONS IN THE FOUR CONSULAR AREAS

RESEARCH SECTION, USIS INDIA

February, 1961

I. SCOPE OF THE SURVEY

The Multi-media survey will cover two broad areas:

- (a) Organizational Structure
- (b) Audience Reaction

Preliminary Work

1. Review of quarterly reports and other relevant documents on  
Multi-media
2. Observations of Multi-media operations in six cities:
  - 1. Udaipur (D)
  - 2. Allahabad (D)
  - 3. Midnapur (C)
  - 4. Mhow (B)
  - 5. Bhopal (B)
  - 6. Rajahmundry (M)
3. Interviews and preliminary discussions with American staff  
at all posts.

The following document attempts to summarize tentative observations  
with respect to the first part of the survey (Organizational Structure).  
At this stage no final conclusions are offered, instead, we have attempted  
to present tentative hypotheses and questions for discussion.

## II. SUMMARY OF GENERAL HYPOTHESES

1. The experience with Multi-media tours in India has now passed the experimental stage. It is time to assess the strengths and weaknesses of the operation, share experiences and endeavour to improve the efficiency and effectiveness of the Multi-media operation.
2. There is general agreement with, and acceptance of the purpose of the Multi-media tour, as defined in the Briefing Paper # 31 of October 1960.
3. The nature of the Multi-media operation not only varies substantially from post to post, but also varies from city to city within a given post.
4. A certain degree of variability and flexibility is desirable provided that variations are based upon:
  - (a) valid assessment of the nature of the community.
  - (b) suitability of a particular theme and treatment for the chosen community and audience.
  - (c) branch manpower resources balanced against manpower needs for the rest of the program in the branch post.
  - (d) a conscientious assessment of the particular skills and experience of the American officers participating.
5. Variations from a theoretical norm or average are less desirable if based upon such factors as:

- (a) whim or personal predilections of the individual officers.
- (b) disagreement of a particular officer with the stated objectives, target audiences, etc., etc.
- (c) incorrect advance knowledge of a community and inadequate preparation.

6. In general, the Multi-media technique is a method of extension of the total USIS program to key urban areas beyond the four major metropolitan centers where branch posts are located.

- (a) The exhibit is likely to remain the hub around which all Multi-media operations revolve. It is not, however, the most important aspect. Its chief values are -- providing a reason for being in a locality and to penetrate further down than can be done by talks or other media.
- (b) More attention needs to be given to systematic ways of consolidating the values of a visit in relationship to many aspects of the USIS program. For example, Multi-media tours provide an opportunity to add significant names to the mailing lists of our various publications, first-hand contact with local libraries, BIL recipients, library extension clientele, returnee follow-up, motion picture borrowers, etc., etc.
- (c) It would appear that some officers think of Multi-media as primarily an information operation and others consider

it a cultural operation. Ideally a typical Multi-media operation should be a balanced blend of both aspects of our program. It is possible that in some cases the above mentioned aspects of the program have been neglected and concomitantly excessive time and attention devoted to press placement and monitoring.

### III. SELECTION OF CITIES

#### Basis for Selection:

In general it appears that more attention should be given to the selection of cities in all posts. The number of cities chosen depend upon a careful analysis of the resources of the post and more adequate information about cities in the area. Some system of classifying the cities on the basis of first, second and third priority would seem desirable. Frequently, the following criteria have been used:

- (a) Population in excess of 50,000
- (b) Presence of an important University or several colleges
- (c) Presence of adequate local press
- (d) Existence of key prestige, voluntary associations  
like Rotary, Chambers of Commerce, etc., etc.

Even after careful selection of the desirable cities to be visited, this list may require modification depending upon the theme of the Multi-media show available. Among the Multi-media themes of the past two years, some have been of a general nature suitable for virtually any city carefully selected on the basis of the above criteria. Other themes have been less generally suitable and cities for such themes should be picked on the basis of more careful scrutiny.



#### IV. THEMES OF MULTI-MEDIA SHOWS IN RELATIONSHIP TO THEMES OF EXHIBITS

In the past, it appears that Multi-media operations in specific cities have ranged, from an operation where all aspects of the show focused around a central theme and at the other extreme there have been Multi-media shows where the theme of the exhibit has received only token support from thematic treatment in films and talks.

#### Problems Concerned With Focused Thematic Treatment Vs. Maximum Flexibility

It would be possible to marshall an impressive list of arguments for each of these two approaches, although at the present stage of the Multi-media operations, the situation seems to argue for maximum flexibility.

#### Factors In Individual Situations Which Influence the Nature of a Particular Multi-media Program

- (a) A particular exhibit may not lend itself to a closely knit program because suitable films are not available or American officers have inadequate knowledge to deal with the subject, or the interests and preferences of the audiences are in the direction of another subject.
- (b) Since a typical community will be visited only once a year, it may be desirable from a program standpoint to give talks on current issues far removed from the theme of the exhibit used in the show.



- (c) If the exhibit happens to be fairly specialized, such as on agriculture or on college student life, it may be considered essential to broaden the base of the Multi-media operation in many cities.

V. ROLE OF THE EXHIBIT IN THE MULTI-MEDIA SHOW

This has been a subject in the past for considerable discussion and difference of opinion. There has been frequent criticism by the Branch posts of exhibits produced by USIS India. However, certain factors stand out.

The exhibit does provide a reason for visiting a particular community, gives entre to that community and potentially -- if not always in fact -- provides a hub around which a Multi-media operation can be built.

The difficulties and dissatisfaction in relation to recent exhibits result from a series of factors, including the following:

- (a) Regional differences and local differences with respect to interests.
- (b) Preferences, nature of the audience, their levels of comprehension and degree of previous knowledge about the subject matter all tend to vary.

(In general, as long as exhibits are to be centrally produced, for use throughout India, they should be of a broad general nature and posts should perhaps be given the privilege of making minor local modifications to meet local conditions).

There appears to be more widespread difference of opinion about the role and the value of the exhibits than is the case for the other aspects of the Multi-media program.

In general, it would appear, that when the American officer involved, personally considers the exhibit the key part of the operation,

(other things being equal), the exhibit is more likely to be effective than is the case with the American officer who is critical of the specific exhibit and considers exhibits in general unimportant.

A more systematic plan for pre-testing exhibits not only with Indian staff in Delhi, but if possible at the Branch posts could result in substantial improvement.

If possible, a field test should also be made a standardized procedure.

Inadequacies of previous exhibits have probably been due to a variety of factors:

- (a) Inability of the posts to agree on what they wanted.
- (b) Sometimes themes have been used which are exceedingly difficult to portray effectively in a graphic manner.
- (c) Abstract concepts and ideals rarely lend themselves to effective graphic portrayal. A more realistic recognition of the role of the exhibit and the limitations of this media would improve future exhibits.
- (d) After a theme or treatment is finalized, it may develop that there is a scarcity of available pictorial material.
- (e) Lack of more specific agreement on the audience for whom the exhibits are being constructed.
- and (f) Inadequate sensitivity to and knowledge of levels of previous information on the subject by the audience addressed. For example: failure to identify the Statue of Liberty in America Elects A President.

## VI. TALKS BY AMERICAN OFFICERS

Discussions with American staff indicated almost complete unanimity in the viewpoint that the speeches delivered by the American officers were the most important single component of the Multi-media operation.

This being the case, one might expect to find major emphasis on this aspect of the operation in all the posts. This, however, does not seem to be the case.

There are a number of possible explanations for the wide range of emphasis given to talks:

- (a) Inevitable variations in the background knowledge and public speaking skill of the officers at a given post at a given time.
- (b) The necessity of making judgements at the individual branch post regarding the optimum manpower utilization between Multi-media and the rest of the program.
- (c) Variations in local conditions in terms of all the problems inherent in travel, local accommodations, etc., etc., may limit the use of Americans in Multi-media or where conditions are more favorable, increase participation.

The three outstanding problems in connection with talks by Americans appear to be:

- (a) Accent and manner of speech of some of the American officers do not effectively communicate with some audiences in some communities.
- (b) Some situations have been observed where translation would have increased the effectiveness of talks.
- (c) Last minute changes in subjects requested occasionally, catch officers inadequately prepared.

In many cities visited by Multi-media, Americans have "scarcity value." They are regarded as representatives of a foreign mission. The usual warm reception and generous hospitality is touching. Americans in both public addresses and personal contacts endeavour to establish rapport and induce empathy. The general personality impression may frequently leave a favorable glow long after specific facts and ideas presented in a talk are forgotten.

Techniques will naturally vary depending on the experience and variety of skills of individuals. Individual officers have experimented with additional techniques such as:

- (a) Seminars on American civilization consisting of five two-hour periods at teachers' training colleges which can run concurrently with other lectures at other colleges in the town.
- (b) Using the divided group discussion technique to heighten interest before a lecture.

- (c) Involving the audience in participating in singing folk songs and/or doing square dances as part of a lecture on frontier America or the Arts in early America.
- (d) Allowing the public to choose which four paintings will be discussed at the daily guided tour of Highlights of 20th Century American Painting shown in support of Not By Bread Alone.
- (e) Encouraging students who have shown special interest in the subject to give a short paper before the evening film show.

Where these variations have been used, they appear to elicit a warm response and make audiences more receptive to formal talks. Further experimentation seems desirable.

## VII. FILMS

There are wide variations between the posts in terms of film utilization.

In those situations where talks are less emphasized, there is a natural tendency to emphasize films as a compensating factor.

Given the present limitations of availability of suitable films in vernacular languages, Multi-media shows planned primarily for English language audiences have more choice of films and tend to use them more frequently than in the case of shows planned for vernacular audiences.

The relationship between the use of films in Multi-media and regular USIS film shows outside the branch and sub-post cities remains unresolved.

VIII. SELECTION OF SITES FOR EXHIBITS

The choice of sites suitable for exhibits and film showings depend in part on the availability of space.

Since choice of a site frequently determines the audience that will come, it is vitally important that the advance man who makes such arrangements has a clear understanding of the audience the post wishes to draw to a particular exhibit or film show.

This may vary with different exhibits.



## IX. AUDIENCES

The nature of the audience reached varies with different components of the Multi-media operation. Speeches tend to be the most selective and exhibits the least, with films coming somewhere in between. However, the composition of a particular audience attending an exhibit varies, from time to time, with the physical location of the exhibit.

There appears to be some differences of opinion among American officers as to the audiences that should be reached by Multi-media. Some clarification and agreement on this point is a pre-requisite to the preparation of a more effective exhibit realistically designed for the audience to whom it will be shown.

X. PRESS PLACEMENT

There tend to be wide variations in press placement reported by the branches. This variation is probably due to a combination of the following factors:

- (a) Relative importance attached to press placement by the branch posts.
- (b) Provision of necessary manpower for intensive press utilization.
- (c) Wide variations in the number of newspapers in a particular community.
- (d) Wide variations in monitoring practices at the branches.

It would appear that in general the greatest amount of press placement revolves around talks by Americans and relatively smaller amounts on other aspects of the Multi-media operation.

XI. MANPOWER UTILIZATION AND LOCATION OF MULTI-MEDIA RESPONSIBILITY  
IN THE BRANCH POSTS

The number of Indian staff utilized in a typical Multi-media show continues to vary from post to post, and to a lesser degree between cities in an individual post.

In general, Delhi and Bombay tend to utilize more people than Calcutta and Madras, the range (including one American officer), being 3 to 5 in Delhi, 4 to 5 in Bombay, and 3 each in Calcutta and Madras.

This variation is probably due to a combination of several factors such as:

- (a) Availability of manpower in relationship to other needs.
- (b) Post's concept of Multi-media and general pattern of Multi-media operations.
- (c) Differences in overall estimates of the relative importance of Multi-media for each consular area.

### XIII. LOCATION OF MULTI-MEDIA RESPONSIBILITY IN ORGANIZATIONAL STRUCTURE

Here every post is different.

It is perhaps premature to make any assessment as to whether this variation is functional and based upon each Branch post's assessment of its own staff and the Multi-media operation or whether this variation stems from quite different conceptions of the nature of Multi-media and its relative importance in relationship to other aspects of the program.

The situation at present seems to be as follows:

In Bombay, the Multi-media operation is under the Audio-Visual Publicity section headed by the Films Officer. This officer is assisted by one Indian staff member designated as an Audio-Visual Chief, who in turn is assisted by a Multi-media Coordinator.

In Delhi, the Multi-media operation is controlled by the Cultural Section with the Assistant Cultural Affairs Officer functioning as the Multi-media Control Officer. Next to him is the Chief Cultural Assistant (Local) who has responsibility for tying all the administrative details, including press support, together. Directly under him, at the height of the Multi-media season October - November, work three field teams of two men each, namely a field supervisor and a driver-projectionist.

In Calcutta, the Multi-media operation is directly under the Exhibits Officer. Any person from the Films, Cultural or Exhibits Sections may be assigned the duty of advance and contact man. An American officer accompanies the contact man and a driver-cum-projectionist.

Madras differs from the other posts largely because of the three sub-posts under its control. A sub-post may organize a Multi-media trip

based on a program planned by the Madras post. Thus the advance and contact man may be assigned from the respective sub-post. When the Multi-media trip is in operation, the staff consists of an American officer from Madras or a sub-post and a driver-cum-projectionist.

#### Follow-up on Multi-media Tours

Particularly in view of the general limitation of one visit per city per year, follow-up assumes a great importance if the impact is not to be largely dissipated. The emphasis varies between posts. In some cases, more attention might well be given to this aspect of the operation.

Last year posts experimented with various devices. Examples:

- (a) Sending an American specialist to the same institutions in the community visited previously by a Post officer.
- (b) Continuing correspondence with special interest groups contacted on the tour.
- (c) Sending second presentation book to key sponsors in the community six months after the visit.
- (d) Follow-up letters to ask if people put on Span list had received magazine and what they thought of certain articles related to their interests. (Nine months after visit).

IAW - India

IPS

DESIGNATION: Comparative Assessment Survey of Language Editions American Reporter (IRI.IND. 107, Uncl.)

CONTRACTOR: USIS India

COST:

DATE OF COLLECTION: 1958 to 1960

DATE OF REPORT: April 1961

OBJECTIVE: To present in tabular form results from generally identical questionnaires sent to separate samples of the readers of seven different language editions of the USIS bi-weekly newspaper, American Reporter: English, Marathi, Bengali, Hindi, Tamil, Telugu, and Malayalam. Individual reports have been summarized previously.

METHOD: A total of 22,774 questionnaires were mailed to recipients of the seven language editions, and 13,002 (58%) were returned. Return rate for individual editions ranged from 43 to 64%. All results were tabulated separately for each edition. (Total circulation of the seven editions in September, 1961 was 330,000)

SUMMARY: Insofar as those who returned questionnaires were typical of all recipients, the American Reporter generally was found to be reaching target groups with appreciable success, though different editions tend to reach persons engaged in rather different occupations. Leading all other occupations among the participating readers of the Hindi, Malayalam, and English editions were teachers. The ranking occupation among readers of each remaining edition was: Bengali, students; Tamil, businessmen; Telugu, government officials; and Marathi, agriculturists.

With regard to numbers of recipients who have reached high school graduation or beyond, the editions' audiences almost ran the gamut, as follows: English, 84%; Bengali, 52%; Hindi, 42%; Telugu, 30%; Malayalam, 31%; Marathi, 36%; and Tamil, 24%.

Age of readers of different editions also varied. Nineteen per cent of the responding Bengali readers were under 21 years, more than double the proportion for most other editions. Readers of the Bengali edition of 40 or more years, on the other hand, constituted only 12% of its known audience, whereas these older persons made up from 23 to 47% of the other editions' audiences. For all editions men accounted for more than 9 out of every 10 responding readers, but the proportion of women among all readers (see next paragraph) was not ascertained.

Each copy of the American Reporter was seen by far more eyes than those of the recipient. Following is the percentage of each edition's responding readers who replied that on the average the number of persons who read their copy exceeds 10: Malayalam, 49%; Hindi, 43%; Marathi, 40%; Telugu, 25%; Tamil, 20%; Bengali, 13%; and English, 11%.

By category the most popular subjects printed in the American Reporter were news of Indians in the U.S., science news, life in America, American aid to India, Americans in India, American foreign policy, editorials (since replaced by "News in Review"), VOA news, and book reviews and literature. The first five categories were liked by 8 out of every 10 respondents, and most differences among readers of the various editions were not appreciable. More than other readers, however, the Bengali readers liked VOA news, but disliked or were indifferent to news of Americans in India, items on U.S. foreign policy, and American Reporter editorials.

In regard to style of writing, results indicated a need for improvement. Sixty-nine per cent of the readers of the Marathi edition term it "good," as did 53% of the Hindi and of the Tamil readers, but 53 and 60 majorities of the Telugu and Malayalam readers rated it only "fair."

Furthermore, many readers reported finding the style of writing "sometimes difficult to understand": Malayalam, 34%; Tamil, 30%; Hindi, 44%; Telugu, 36%; and Marathi, 17%. The phrase was not provided as a choice in the earlier surveys of the English and Bengali editions.

The favorable adjectives "clear and precise" suited a majority only of the English edition readers. Among readers of other editions these percentages pertained: Hindi, 48%; Bengali, 47%; Marathi, 32%; Tamil, 10%; Malayalam, 4%; and Telugu, 1%.

Sizeable percentages of from 20 to 61% thought the American Reporter was interesting, but significant percentages apparently did not think so, choosing such criticisms as "unimaginative," "too technical," "dumb," "complicated," and "unidiomatic." Criticism per edition attained these levels: Marathi, 42%; Hindi, 36%; Tamil, 35%; Telugu, 33%; Bengali, 26%; Malayalam, 21%; and English, 19%.

"Most of the material is new," responded 65% of the Marathi, 55% of the Malayalam, 54% of the Tamil, 48% of the Hindi, and 47% of the Telugu readers. Most of the remainder settled for the moderate position that "some of the material is new," as few indeed (1 to 2%) took the quite extreme "none of the material is new." An average of 12%, however, did not answer the question.

Although majorities of those who answered accepted the news in the American Reporter as primarily reliable, a considerable number were guarded in their evaluation. The following conceded only that "some of the information is reliable": Hindi, 23%; Marathi, 16%; Malayalam, 16%; Tamil, 14%; and Telugu, 10%. It must further be observed that some respondents may politely have taken refuge in the opportunity to omit any response to the question. In the most noteworthy instance, 41% of the Telugu readers did not answer, despite the fact that only 17% of these same readers had ignored the chance to comment on the freshness of the news and only 3% of them had failed to mark adjectives on the style of writing.



Publications from other foreign information services were regularly received by 33% of the Telugu, 31% of the English, 28% of the Malayalam, 27% of the Hindi, 17% of both the Marathi and the Bengali, and 12% of the Tamil readers, they admitted. The great majority of such publications, respondents replied, were Communist.

When asked point-blank how the American Reporter compared to similar publications, many expressed on paper quite favorable views of the USIS newspaper. At face value the judgments were complimentary, for answers of "very superior" plus "superior" far outnumbered those of "inferior" plus "very inferior."

The direct question, however, proved a severe test and validity of responses under the circumstances cannot entirely be taken for granted. It cannot be assumed, for example, that from a third to a half of the readers of the Tamil, Telugu, Marathi, and Malayalam editions just overlooked expressing a judgment. The majority of these omissions must be considered deliberate -- even though evidence is lacking to indicate how many of these particular readers felt insufficiently informed to render a reasoned comparison, merely hesitated to be partisan in such a controversy, declined to acknowledge what to them nonetheless was a clear American superiority, or chose not to express adverse views for fear of compromising their status as recipients or of insulting a well-meaning donor.

In any event, despite the distribution of comparisons put on paper, it must be deemed possible that pluralities of the readers of the Tamil, Telugu, Marathi, and Malayalam editions really rate the publications of other countries higher than the American Reporter.

Finally, from two-thirds to three-fourths of the readers of the various editions did say that reading the American Reporter had helped to improve their impressions of the U.S. About 1 in 5 in each group of readers contended their impressions had not become either more, or less favorable.

COMMENT ON METHOD: As in most mail surveys, it must be remembered that the persons who returned questionnaires were probably to an unmeasured degree not representative of all who were asked to do so. Also, as pointed out above, a serious number of omissions further complicated the data, a common problem with self-administered questionnaires. Tables in the report were made unnecessarily cumbersome by percentages carried out to tenths, a meaningless and perhaps misleading precision. Text of the report gave too little attention to several questions of validity, though it was mentioned in connection with complimenting a benefactor (p.11).

The questions on freshness and reliability of the news, as quoted, were unbalanced to a degree that may have affected validity. Above and below the rather neutral statement that "some of the material is new (reliable) were unevenly stated positive and negative poles -- "most" of the material is new and "none" of the material is new. The poles should have been, for example, "all" versus "none" or perhaps "most" versus "little." As quoted, the imbalance favored an affirmative response.



IN-3-61

COMPARATIVE ASSESSMENT  
SURVEY OF LANGUAGE EDITIONS  
AMERICAN REPORTER

April, 1961

Research Section,  
UNITED STATES INFORMATION SERVICE,  
NEW DELHI INDIA

## INTRODUCTION

This report is the final one in a series of reports on the various language editions of the American Reporter. A list of these reports is given below.

The main purpose of this report is to present in tabular form the percentaged results by language for identical questions. No attempt has been made here to indicate possible lines of action growing out of this report. The data are presented here in tabular form, preceded by a brief summary but without any detailed interpretation.

It should be borne in mind that this survey was conducted prior to the revision of the audience categories and prior to the substantial build-up in our mailing list. It might be interesting for the posts to compare the audience reflected in this survey with their current audiences in each language.

Questions covering accuracy of address and regularity of receipt are also out-dated since the complete revision of the mailing list has cleaned up this situation, which was revealed in the earlier surveys.

### LIST OF SURVEYS

- |      |                                                                                     |                |
|------|-------------------------------------------------------------------------------------|----------------|
| 1.   | American Reporter Survey on Madras Consular District (English)                      | February, 1959 |
| 2.   | American Reporter Survey on Calcutta Consular District (English)                    | March, 1959    |
| 3.   | American Reporter Survey on Bombay Consular District (English)                      | April, 1959    |
| 4.   | American Reporter Survey on Delhi Consular District (English)                       | May, 1959      |
| 5.   | American Reporter Survey : All India Statistical Summary (English)                  | May, 1959      |
| 6.   | American Reporter Survey (Bengali)                                                  | August, 1959   |
| * 7. | Narrative Summary on American Reporter Survey (English)                             | December, 1959 |
| 8.   | Hindi American Reporter Survey                                                      | November, 1960 |
| 9.   | American Reporter Survey in Tamil, Telugu and Malayalam Languages (Madras Con.Area) | December, 1960 |
| 10.  | American Reporter Survey in Marathi (Bombay Consular Area)                          | January, 1961  |

Note:      \* Except for this report, the other reports are all UNCLASSIFIED.

## COMPARATIVE ASSESSMENT

### SURVEY OF THE LANGUAGE EDITIONS OF THE AMERICAN REPORTER

#### SUMMARY

##### SAMPLING

Questionnaires were mailed to 3,486 Marathi, 2,500 Bengali, 7,178 English, 2,960 Hindi, 4,500 Tamil, 2,120 Telugu and 3,040 Malayalam American Reporter recipients

##### THE RESPONSE

The response which has been tabulated, to the individual language questionnaires was as follows:

Marathi	46 per cent	(1,606 responses)
Bengali	43 per cent	(1,078 responses)
English	46 per cent	(3,322 responses)
Hindi	52 per cent	(1,758 responses)
Tamil	64 per cent	(2,885 responses)
Telugu	53 per cent	(1,115 responses)
Malayalam	59 per cent	(1,238 responses)

##### CHARACTERISTICS OF THE RESPONDENTS

###### AGE: (TABLE I)

The age-wise distribution of respondents in all the language editions of the American Reporter except Telugu and Marathi, is very much similar to that in the English American Reporter. The highest percentage of the respondents fall in the age-group between 21 and 39. The percentage response from the age-group 40 and over is highest in the case of Telugu (47 per cent) followed by Marathi (43 per cent). In Marathi, although the highest percentage of respondents are between 21 and 39, yet it is more akin to the Telugu edition

in so far as the response from the age-group 40 and over is relatively higher in its case when compared to other language editions.

Further, it may be noted that the Bengali edition represents the highest percentage (19 per cent) from the age-group 20 and under and Marathi, the lowest (4 per cent).

SEX: (TABLE II)                      The distribution pattern of respondents by sex in the language editions is also the same as in English, i.e. the males forming the overwhelming majority of recipients. The female readership is highest in Bengali (6 per cent) and lowest in Telugu (0.7 per cent).

There is now no way, however, of knowing how many readers are female. The high rate of multiple readership is assumed to represent family readership in part as well as use in libraries and other institutions.

EDUCATION: (TABLE III)              The educational characteristics of the respondents of the language editions are, however, markedly different from the English American Reporter readership. As might be expected, the readership of the latter consists of more graduates and post-graduates.

Furthermore, dissimilarities in the educational characteristics of the readers of the different language editions is another distinguishing factor. The following comparative table indicates the discrepancies in the level of education.

EDUCATIONAL GROUP	RANKINGS (HORIZONTAL)					
	1	2	3	4	5	6
Upto High School	Tamil 66%	Marathi 60%	Malayalam 54%	Telugu 39%	Bengali 37%	Hindi 31%
Upto Graduation	Bengali 38%	Hindi 37%	Marathi 16%	Malayalam 15%	Tamil 14%	Telugu 10%
Post-Graduate and over	Telugu 28%	Malayalam 22%	Marathi 20%	Bengali 14%	Tamil 10%	Hindi 8%

It is evident from the table that most of the Tamil readers have had their education up to the High School standard and there are very few graduates and post-graduates among them. The Marathi readers rank second under the category up to High School, but they take the third position in the other two educational groups. Malayalam occupies the third position in the first category, whereas in the second and the third categories it occupies the fourth and second positions respectively.

The highest percentage of graduates are in Bengali (38 per cent) followed by Hindi (37 per cent). Post graduates' readership is highest in Telugu (28 per cent), Malayalam coming next to it with 22 per cent. An important fact which should be borne in mind in judging these figures is the 24 per cent no response in Hindi and 23 per cent in Telugu for this question.

OCCUPATION: (TABLE IV) In the English American Reporter survey the highest percentage of the total respondents is represented by teachers and professors (22 per cent), government officers (8 per cent) coming next to it and closely followed by clerks, stenographers and typists (8 per cent). The highest

percentage in Hindi (31 per cent) and Malayalam (23 per cent) is also teachers and professors. But in Tamil it is businessmen (14 per cent), in Telugu government officers (17 per cent) and in Bengali students (19 per cent) that top the list. The second highest percentage in Tamil and Bengali is represented by Teachers and Professors, in Telugu by doctors (11 per cent) in Malayalam by students (13 per cent), and in Hindi by agriculturists (14 per cent). The third position in order of highest percentage is represented in Tamil by agriculturists (14 per cent) and clerks, stenographers and typists (14 per cent); in Telugu by agriculturists (11 per cent) and teachers and professors (11 per cent); in Malayalam by missionaries (9 per cent) and in Bengali and Hindi by businessmen (7 per cent and 10 per cent respectively).

In the Marathi edition, the two largest occupational groups of respondents are agriculturists (26 per cent) and teachers and professors (22 per cent). The percentage in the rest of the groups ranges from 7 per cent in private service to 5 per cent in each of the two categories: businessmen and students.

REQUESTS FOR CHANGE OF ADDRESS: (TABLE V) There are 76 per cent answered questionnaires with correct addresses and 24 per cent with incorrect addresses (hence requiring a change of address) in the English American Reporter survey. Compared to this Bengali has taken a lead with 80 per cent questionnaires



having correct addresses. In Marathi it is 73 per cent, in Tamil 70 per cent, in Hindi 67 per cent, in Telugu 60 per cent and the least in the case of Malayalam 57 per cent, where as many as 42 per cent questionnaires have incorrect addresses.

REGULARITY OF RECEIPT: (TABLE VI)      The receipt

of American Reporter appears to be fairly regular. The percentages of respondents receiving the American Reporter regularly are 93 per cent in Tamil and 90 per cent in English, whereas in the case of Marathi, Malayalam, Bengali and Telugu they are 87, 85, 81 and 80 per cent respectively. However, irregularity of receipt is the highest (20 per cent) in the case of the Hindi American Reporter.

READER REACTION TO TYPES OF MATERIAL PRINTED:

(TABLES VIIIA, B & C)      The choice of the most popular topics by the readers of the language editions of the American Reporter is the one common feature which makes it resemble with its English counterpart. "Science News," "Indians in the United States," and "Life in America," have secured either the first three positions in the order of preference, or if not that, they have been checked by nearly 80 per cent of the respondents in the same category.

Features on "American Aid to India," are also liked by more than 78 per cent of the respondents in all the other language editions except Hindi where only 69 per cent have



expressed their liking for such features.

Articles on "American Foreign Policy" and "Americans in India," have the least appeal to the Bengali readers compared to their other colleagues. Only 57 per cent of the Bengali respondents like articles on "Americans in India," whereas the response for this topic in the other languages is not less than 70 per cent. Again, 53 per cent of the respondents in Bengali have expressed their liking for features on "American Foreign Policy," and average in Hindi where the percentage is 60, in all the other language editions nearly 70 per cent or more show their preference for such features. However, in the case of the English American Reporter survey, the articles on "Americans in India," are liked by 77 per cent of the respondents and on "American Foreign Policy," by 57 per cent.

The conclusions may be drawn from the analysis of the "least liked," the "disliked" and "indifferent" attitudes of the readers of language editions. Firstly, there is further evidence of dislike and indifferent reaction to "Book Reviews and Literature." Secondly, "Editorials," which were frequently subject to criticism in the earlier surveys do not find favor among the language edition readers. Since the survey, the editorial feature has been replaced by a new feature: News in Brief.

A major portion of the respondents in Tamil are not only

indifferent (20 per cent) but have the least liking (48 per cent) for "Book Reviews and Literature" and the percentage of those who dislike this feature is the highest (11 per cent) as compared to other features.

In Telugu, 16 per cent are indifferent and 7 per cent dislike "Editorials" and only 52.9 per cent of the respondents express their liking for "Editorials."

Malayalam and Tamil respondents seem to be in agreement in their expression of an unanimous voice against "Book Reviews and Literature." As in the case of Tamil, so also in Malayalam the highest percentage are indifferent, dislike or least like this item.

On the percentage basis, Bengalis are the strongest critics of "Editorials," and "Book Reviews and Literature." Comparing the percentages language-wise, we can state that out of all the languages including English, in Bengali the lowest percentage have expressed their liking for these two subjects, the highest percentage dislike "Editorials" and the largest percentage are indifferent towards both of them.

Another interesting fact to note is that in the dislike category features on "American Foreign Policy" top the list.

Dislike for features on "American Foreign Policy" is also expressed by the Hindi readers. They are indifferent or least like "Voice of America News." In Hindi, "Editorials" and "Book

Reviews and Literature," did not evoke a favorable

"Book Reviews and Literature," in Marathi also was not appreciated. Five per cent dislike "Editorials" and 17 per cent are indifferent to them.

READER OPINION ON NUMBER OF PAGES, PICTURES AND TEXT:

(TABLES IX, X and XI) In their opinion on the format of the American Reporter, readers of the language editions stress the need of increasing the number of pages, pictures and text. This trend of opinion is in no way different from the English American Reporter survey.

STYLE OF WRITING: (TABLE XII) Some changes were made in the question on the style of writing because the questionnaire used in English and Bengali American Reporters was revised later on. We had a new question regarding the over-all opinion on the style (Question 6) and in the other following question, a few more opinion phrases were used. As a result, we find there is change for a critical appraisal of the style as compared to the English American Reporter survey. However, it goes to the credit of the Marathi American Reporter that inspite of such specific and probing inquiries, readers have reacted favorably on the question of style.

The percentaged responses for the positive opinion phrases in Marathi are as follows:

Interesting:	58 per cent
Distinctive:	44 per cent
Explains most things satisfactorily:	43 per cent
Clear and precise:	32 per cent

On the negative side, only 21 per cent say that it is too technical and 17 per cent sometimes difficult to understand.

Among the Tamil respondents, 50 per cent say that the style is sometimes difficult to understand and 11 per cent say that it is too technical. Only 30 per cent say that it is interesting whereas in English 61 per cent checked interesting. Fifty-seven per cent in English are of the view that the style is clear and precise, only 9 per cent of the same view in Tamil. /are

To 51 per cent of the Malayalam respondents the style is sometimes difficult to understand and only 20 per cent feel that it is interesting.

In Telugu, though 44 per cent state that it is interesting, yet 38 per cent (the percentage is not as high as in the case of Tamil and Malayalam) say it is sometimes difficult to understand and 5 per cent are of the view that it is done as well.

The general tone of opinion is not as critical in Hindi as in the case of South Indian language editions. Forty-four per cent find the style of writing interesting, and 48 per cent consider it clear and precise. But the fact that 14 per cent respondents find it difficult to understand should not be overlooked.

Although the additional phrases were not used in the Bengali survey and 47 per cent of the respondents say that the style is clear and precise, yet it is important to note that

6 per cent of the readers say that the style is drab; and this percentage is, it may be remarked, higher in Bengali than in any other language.

READER OPINION ON FRESHNESS AND READABILITY: (TABLE XIV)

This question on the credibility of the American Reporter was also not included in the English and Bengali American Reporter surveys. In all the language editions, a majority of the readers feel that most of the material is new and most of the information is reliable. But of all the languages, the percentage of readers saying that some of the material is new and some of the information is reliable is highest in Hindi with 37 per cent and 23 per cent response respectively.

RECEIPT OF MATERIAL FROM OTHER INFORMATION AGENCIES:

(TABLE XV)

The percentage of respondents receiving material from other Information Services is relatively lower compared to the English American Reporter survey, except in Telugu where it is 2 per cent higher than English (the percentage in English is 30.7 and Telugu it is 32.7). The percentage receipt in Hindi (27 per cent) and Malayalam (28 per cent) is only a little lower.

However, it is important to note that in Bengali and Tamil though the percentage of respondents receiving material from other Information services is the least, yet in Bengali 100 per cent and in Tamil 87 per cent of such recipients receive communist publications. Out of the respondents of other

language editions survey who receive any publications from other Information Services, the following percentage receive publications from Communist sources:

Telugu	84 per cent
Malayalam	75 per cent
Marathi	70 per cent
English	68 per cent

COMPARISON OF AMERICAN REPORTER WITH SIMILAR PUBLICATIONS:

(TABLE XVII)

A great majority of the readers

in Tamil, Telugu, Malayalam and Marathi have refrained from answering this question with 31 per cent, 43 per cent, 52 per cent and 48 per cent no response respectively. But a majority of those answering this question considered the American Reporter very superior or superior to similar publications.

Quite a high number of the Hindi respondents (46 per cent) also place it in the superior category.

Bengali presents a peculiar picture. Though all the respondents who receive material from other Information Services, receive Communist publications, yet as high as 82 per cent of the total respondents consider the American Reporter either superior or very superior to similar publications.

INFLUENCE OF THE AMERICAN REPORTER: (TABLE XVIII)

The inevitable tendency on the part of the recipients of free material in generously grading such questions is clearly proved with a considerably high majority of the respondents in the case of all the languages reporting that they have formed

a more favorable view of the United States by reading the American Reporter. As such it is more significant and important to note the percentages of those who say that their impression about the United States of America has not changed by reading the American Reporter. From the comparative point of view, the one conspicuous distinction which catches the eye is that the percentages of those who are no different in their attitude is higher in all the vernacular language editions than in English.

APPENDIX 1

COMPARATIVE STATISTICAL TABLES



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TABLE I

PERCENTAGE DISTRIBUTION OF RESPONDENTS BY AGE GROUPS

Age Groups	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
20 and Under.....	4.5	18.6	5.1	6.5	7.2	6.1	12.0
Between 21 and 39.....	<u>49.7</u>	<u>60.4</u>	<u>51.6</u>	<u>48.9</u>	<u>59.5</u>	41.0	<u>45.8</u>
40 and Over.....	43.3	12.1	38.2	33.8	22.6	<u>46.8</u>	30.5
No Response*.....	2.5	8.9	5.1	10.8	10.7	6.1	11.7
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Refers to 'No Response' as well as to questionnaires which belong to either libraries or some institutions, so these do not have any age group.

The underlined figures indicate the highest percentage in each language.

**TABLE II**  
**PERCENTAGE DISTRIBUTION OF RESPONDENTS BY SEX**

Sex	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Male.....	95.1	91.7	93.6	94.8	96.4	98.9	96.6
Female.....	4.5	5.9	3.0	1.8	1.8	0.7	2.7
Blank*	0.4	2.4	3.4	3.4	1.8	0.4	0.7
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Refers to those questionnaires which belong to either libraries, clubs or institutions and so these do not have any sex group.

TABLE III

## PERCENTAGE DISTRIBUTION OF RESPONDENTS BY EDUCATIONAL GROUPING

Educational Group	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Upto High School.....	<u>59.3</u>	37.2	10.3	31.5	<u>66.0</u>	<u>38.9</u>	<u>53.7</u>
Up to Graduation.....	16.0	<u>38.1</u>	<u>42.2</u>	<u>33.8</u>	14.3	9.6	14.8
Post Graduate and Over..	19.9	14.4	41.7	7.6	10.0	28.2	21.7
No Response*.....	4.3	10.3	5.8	24.1	9.7	23.1	9.8
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Refers to 'No Response' as well as to questionnaires which belong to either libraries or some institutions, so these do not have any educational grouping.

The underlined figures indicate the highest percentage in the respective language.

TABLE IV

## LINGUISTIC ANALYSIS OF OCCUPATIONAL BREAKDOWN OF RESPONDENTS

Occupation	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Business.....	5.8	6.7	6.5	9.8	14.0	4.8	7.0
Teachers and Professors..	21.7	15.7	21.7	31.4	15.5	11.3	25.4
Agriculturists.....	25.5	4.5	2.2	14.2	11.4	11.3	2.0
Clerks, Stenographers & Typists.....	4.4	1.3	3.0	3.6	11.4	1.7	4.7
Government Officials.....	3.3	4.8	3.1	4.4	10.6	17.2	7.0
Students.....	5.0	18.7	7.2	3.0	6.0	3.9	13.0
Private Service.....	3.6	2.6	4.3	2.5	6.0	3.4	2.5
Social Workers/Community Service.....	2.9	0.4	2.4	3.1	4.7	5.1	3.8
Librarian.....	0.7	2.3	5.2	1.8	2.3	3.8	8.1
Engineers and Scientists,	1.1	1.3	5.1	1.0	1.9	0.6	0.7
Journalists/editors/							
Writers.....	3.9	1.3	5.6	5.9	1.8	3.5	3.7
Doctors.....	3.9	2.3	7.7	3.4	1.5	11.4	1.3
Housewives.....	2.9	1.7	0.5	0.6	1.5	0.1	1.5
Politicians.....	1.4	-	0.7	1.4	1.1	1.8	2.7
Military Service.....	0.5	-	0.1	0.1	0.5	0.1	0.2
Missionaries.....	0.7	0.3	2.1	0.9	0.4	4.4	9.2
Legal Profession.....	3.5	2.0	5.1	1.6	0.4	3.9	0.6
Others(Miscellaneous)....	5.0	22.1	5.9	4.6	7.8	2.4	5.0
No Response.....	2.0	12.5	2.5	2.1	3.0	2.3	3.6
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Refers to 'No Response' as well as to questionnaires which belong to either libraries or some institutions, so these do not have any occupational breakdown.

The underlined figures indicate the highest percentage in the respective language

### PERCENTAGE ANALYSIS OF REQUESTS FOR CHANGES OF ADDRESS

[illegible]

PERCENTAGE ANALYSIS OF REGULARITY OF RECEIPT

9

[illegible]



TABLE VII

## PERCENTAGE ANALYSIS OF THE READERSHIP OF THE AMERICAN REPORTER

Question: "On an average, how many persons read your copy of the American Reporter?"

Number of persons reading each copy	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
One person.....	0.6	1.8	8.9	0.8	0.5	0.1	0.6
Two persons.....	0.9	3.3	<u>17.0</u>	2.3	1.4	1.9	1.8
Three persons.....	2.9	8.1	<u>16.4</u>	4.5	5.0	4.1	3.2
Four persons.....	6.5	13.4	15.9	7.8	7.7	7.6	5.9
Five persons.....	12.0	13.4	10.2	10.1	15.4	9.1	7.5
Six persons.....	8.5	<u>16.1</u>	5.8	6.0	11.2	9.7	6.9
Seven persons.....	7.4	7.8	2.9	5.7	9.3	2.2	4.9
Eight persons.....	8.5	10.6	2.2	7.1	7.5	7.3	8.0
Nine persons.....	3.0	4.1	1.1	3.2	-	2.2	3.1
Ten persons.....	7.4	6.2	1.2	7.2	15.3	<u>26.8</u>	6.1
Eleven persons or more.	<u>40.4</u>	13.4	11.3	<u>42.6</u>	<u>20.0</u>	24.5	<u>48.7</u>
No Response.....	1.9	1.8	7.1	2.7	6.7	4.5	3.3
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The underlined figures indicate the highest percentage in each language.

TABLE VIII(A)

## STATISTICAL ANALYSIS OF SUBJECT PREFERENCES OF READERS

(LIES)

Readers: "Please check your reactions to each of the following types of material printed in 'The American Reporter'"

List of Material Printed	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Indians in the U.S. ....	85.4	85.7	87.4	79.5	85.0	84.1	86.0
Life in America .....	80.5	85.6	85.7	74.7	85.1	81.6	84.8
Science News .....	78.7	<u>85.9</u>	84.5	<u>80.3</u>	<u>88.8</u>	<u>86.4</u>	81.1
American Aid to India...	90.6	79.7	78.4	68.8	83.7	84.3	82.6
Americans in India .....	73.7	56.7	77.4	69.6	77.1	69.8	75.0
Editorials .....	59.9	47.7	60.9	57.3	63.5	52.9	60.3
American Foreign Policy	69.9	55.8	56.8	60.0	70.6	70.3	72.2
Book Reviews and							
Literature .....	48.0	47.2	51.2	51.5	48.4	56.3	51.6
Voice of America News...	48.7	72.9	49.0	49.1	63.1	52.7	65.7

The underlined figures indicate the highest percentage in each language.

(SECRET)  
 SUMMARY OF ANALYSIS OF SUBJECT PREFERENCES OF READERS  
 (SECRET)

Question: "Please check your reactions to each of the following types of material printed in the American Reporter."

List of Material Printed	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
American Foreign Policy...	5.7	<u>10.5</u>	<u>8.3</u>	<u>7.2</u>	4.0	3.1	3.0
Book Reviews & Literature.....	7.5	7.2	4.8	5.5	<u>11.1</u>	5.7	<u>6.3</u>
Voice of America News...	<u>7.6</u>	1.9	4.1	5.7	6.7	5.3	2.7
Editorials.....	5.2	<u>10.1</u>	2.6	4.0	2.7	5.7	5.0
American Aid to India....	2.0	3.1	2.1	3.4	3.0	<u>1.4</u>	0.8
Science News.....	1.7	4.4	0.9	0.7	1.0	0.6	1.5
Life In America.....	2.1	1.6	0.8	2.2	1.0	2.2	2.0
Americans in India.....	2.4	5.5	0.7	1.6	2.1	2.5	1.1
Indians in the U.S.....	0.8	2.1	0.4	1.0	1.0	0.7	0.4

The underlined figures indicate the highest percentage in each language.

TABLE VIII(C)

## PERCENTAGE ANALYSIS OF SUBJECT PREFERENCES OF READERS

(INDIFFERENT)

Question: "Please check your reactions to each of the following types of material printed in the American Reporter."

List of Material Printed	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Voice of America News....	17.7	19.1	<u>27.3</u>	<u>16.0</u>	14.1	<u>27.0</u>	19.5
Book Reviews and							
Literature.....	<u>18.6</u>	27.6	24.8	14.4	<u>19.7</u>	14.2	26.0
Editorials.....	<u>16.5</u>	<u>33.7</u>	21.5	11.2	<u>15.9</u>	15.9	22.2
American Foreign Policy..	9.9	19.4	19.1	10.3	12.3	11.7	16.8
American Aid to India....	5.7	4.2	10.0	6.4	4.9	5.2	7.8
Science News.....	4.3	5.9	7.2	3.1	2.0	2.2	9.0
Indians in the U.S.....	3.2	6.0	5.6	2.0	3.5	4.5	6.4
Life in America.....	4.6	4.9	5.5	3.8	4.8	6.7	7.8
Americans in India.....	5.5	21.2	9.0	4.8	6.6	10.8	12.5

The underlined figures indicate the highest percentage in each language.

TABLE IX

## PERCENTAGE ANALYSIS OF READER OPINION ON NUMBER OF PAGES IN THE AMERICAN REPORTER

Question: "We would like your opinion on the following aspects of the American Reporter"(Pages)

Opinion	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
More Pages.....	71.3	84.6	68.3	71.7	75.9	71.8	80.5
Fewer Pages.....	0.4	1.5	2.0	1.6	0.2	0.7	1.1
No Change.....	16.6	9.1	10.2	9.7	13.0	13.2	7.6
No Opinion.....	3.1	3.8	8.0	4.7	2.1	2.5	4.2
No Response.....	8.6	1.0	3.5	12.3	8.8	8.8	6.4
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE X

PERCENTAGE ANALYSIS OF READER OPINION ON NUMBER OF PICTURES IN THE AMERICAN REPORTER

Question: "We would like your opinion on the following aspects of the American Reporter"(Pictures)

Opinion	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
More Pictures.....	58.2	67.3	67.9	66.7	60.8	63.5	75.0
Fewer Pictures.....	6.0	5.8	5.6	3.9	5.7	3.4	5.2
No Change.....	20.2	19.1	17.1	11.7	18.6	19.6	8.5
No Opinion.....	3.1	6.0	5.7	5.2	2.8	2.9	4.1
No Response.....	12.5	1.8	3.7	12.5	12.1	10.6	7.2
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# PERCENTAGE ANALYSIS OF READER OPINION ON TEXT IN THE AMERICAN REPORTER

3  
5  
6

[illegible]

TABLE XII

## PERCENTAGE TABLE SHOWING READER EVALUATION OF STYLE OF WRITING

Question: "In general, what is your opinion of the style of writing in the American Reporter?"

Opinion	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali*	English*	Hindi	Tamil	Telugu	Malayalam
Good.....	<u>68.6</u>	-	-	<u>54.8</u>	<u>55.2</u>	37.4	34.9
Fair.....	26.2	-	-	39.4	43.1	<u>58.1</u>	<u>60.4</u>
Poor.....	0.3	-	-	0.8	0.4	2.1	2.1
No Response.....	4.9	-	-	5.0	1.3	2.4	2.6
Total.....	100.0	-	-	100.0	100.0	100.0	100.0

\* This question was not included in the English and Bengali American Reporter Survey.

The underlined figures indicate the highest percentage in each language.



TABLE XIII

## SUMMARY OF PERCENTAGE EVALUATION OF STYLE OF WRITING

Question: "Please check in the list below those words or phrases which best describe the style of writing in the American Reporter." (MULTIPLE CHOICE QUESTION)

Opinion	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Sometimes difficult to understand.....	16.7	*	*	43.9	<u>50.2</u>	37.7	<u>54.4</u>
explains most things satisfactorily.....	43.1	*	*	12.5	37.2	39.9	17.1
Distinctive.....	44.1	*	*	5.8	31.6	19.2	5.9
Interesting.....	<u>58.5</u>	34.7	<u>61.3</u>	43.8	30.5	<u>41.0</u>	20.0
Too simple (unimaginative).....	9.9	15.0	<u>5.7</u>	14.0	13.6	6.8	7.4
Too technical.....	21.1	7.6	9.1	9.9	11.2	8.3	5.8
Clear and precise.....	32.4	<u>41.6</u>	57.2	<u>48.1</u>	9.5	1.3	3.7
Drab.....	3.7	5.6	4.3	3.6	4.2	5.1	1.9
Unidiomatic.....	2.2	*	*	5.2	3.3	9.9	3.1
Complicated.....	5.5	*	*	2.9	2.8	1.9	3.1
No Response.....	3.1	7.8	8.4	12.0	1.4	2.8	4.0

\*These opinion phrases were not used in the English and Bengali American Reporter Survey.

The underlined figures indicate the highest percentage in each language.

TABLE XIV

## PERCENTAGE ANALYSIS OF READER OPINION ON FRAGRANCE AND RELIABILITY

Question: "What is your opinion of the news value of the American Reporter?"

	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali*	English*	Hindi	Tamil	Telugu	Malayalam
<u>FRAGRANCE</u>							
Most of the material is new.....	<u>52.8</u>	-	-	<u>48.0</u>	<u>55.6</u>	<u>46.6</u>	<u>55.2</u>
Some of the material is new.....	29.1	-	-	36.6	34.4	35.6	32.6
None of the material is new.....	1.1	-	-	1.4	1.9	0.9	0.5
No Response.....	6.0	-	-	14.0	10.1	16.9	11.7
Total.....	100.0	-	-	100.0	100.0	100.0	100.0
<u>RELIABILITY</u>							
Most of the information is reliable.....	<u>73.2</u>	-	-	<u>53.6</u>	<u>59.5</u>	<u>42.2</u>	<u>73.4</u>
Some of the information is reliable.....	15.8	-	-	23.2	14.3	10.0	16.0
None of the information is reliable.....	0.6	-	-	0.7	0.2	0.5	0.2
No Response.....	10.4	-	-	22.5	16.0	40.5	10.4
Total.....	100.0	-	-	100.0	100.0	100.0	100.0

\*This question was not included in the English and Bengali American Reporter Survey.  
The underlined figures indicate the highest percentage in each language.

TABLE XV

PERCENTAGE ANALYSIS OF RECEIPT OF MATERIALS FROM OTHER INFORMATION SERVICES

Question: "Do you regularly receive publications from any other foreign information service?"

	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Receive material.....	17.3	16.7	30.7	20.7	12.1	32.7	28.0
Do not receive material.	79.1	60.7	66.1	69.1	85.1	62.7	69.0
No Response.....	3.6	2.6	3.2	4.2	2.8	4.6	3.0
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE XVI

## PERCENTAGE ANALYSIS OF TYPE OF MATERIAL RECEIVED

Question: "Do you regularly receive publications from any other foreign information service?  
If 'Yes' please list below:"

	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Receive Communist Publications.....	70.5	100.0	68.2	-	86.3	84.4	74.6
Receive Non-Communist Publications.....	6.8	36.7	54.9	-	19.4	8.2	24.8

Percentages in this table are based on the number of respondents receiving any material from other information services.

Material received from other information services is not classified into these two categories in the Hindi American Reporter Survey.

The percentages in the case of Telugu and Marathi add to less than 100 per cent because of some cases of "No Response."

TABLE XVII  
COMPARISON OF THE AMERICAN REPORTER WITH SIMILAR PUBLICATIONS  
(PERCENTAGED RESPONSE)

Question: "In your opinion in what category does the American Reporter fall when compared to similar publications?"

Comparative Estimate	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
Very superior.....	16.0	11.3	9.9	13.9	<u>23.2</u>	<u>18.5</u>	12.6
Superior.....	<u>21.5</u>	<u>70.9</u>	<u>57.2</u>	<u>46.2</u>	19.9	11.8	8.8
Inferior.....	1.1	2.5	4.9	1.8	22.2	9.4	1.0
Very inferior.....	0.3	0.4	0.4	0.2	2.7	1.7	8.2
Equal.....	13.5	9.1	17.3	29.7	0.9	15.4	<u>17.8</u>
Others.....	-	0.2	1.2	-	-	-	-
No Response.....	47.6	5.6	9.1	8.2	31.1	43.2	51.6
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The underlined figures indicate the highest percentage in each language

TABLE XVIII

PERCENTAGE ANALYSIS OF INFLUENCE OF AMERICAN REPORTER ON ATTITUDES TOWARDS U.S.

Question: "Do you feel that reading the American Reporter has helped to change your impressions of the United States of America?"

	BOMBAY	CALCUTTA	DELHI		MADRAS		
	Marathi	Bengali	English	Hindi	Tamil	Telugu	Malayalam
More Favorable.....	71.0	74.8	77.2	63.5	77.9	72.8	76.2
Less Favorable.....	2.4	2.7	2.4	5.2	0.9	1.5	0.7
No Different.....	22.9	19.9	16.8	25.7	19.4	18.8	17.3
No Reply.....	3.7	2.6	3.6	5.6	1.8	6.9	5.8
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0

APPENDIX II

AMERICAN REPORTING QUARTERLY

(English and Bengali)

TO

\_\_\_\_\_

\_\_\_\_\_

Is your address, given above, correct?

Yes ☐

No ☐

If "No" Please write in BLOCK LETTERS your correct address in the space given below:

NAME

\_\_\_\_\_ Last

\_\_\_\_\_ Middle

\_\_\_\_\_ First

STREET

\_\_\_\_\_

POST OFFICE

\_\_\_\_\_ ZONE

TOWN

\_\_\_\_\_ DISTRICT

STATE

\_\_\_\_\_

1. Do you receive the AMERICAN REPORTER regularly? ☐ Yes ☐ No

2. When you receive the AMERICAN REPORTER, what do you do with it?  
(CHECK AS MANY AS APPLY)

☐ Read and then discard it

☐ Pass it along to friends

☐ Give it to a library

☐ Share it with members of your family

☐ Clip and file items of interest

☐ Other (Specify):.....



3. How many members of your family read the AMERICAN REPORTER(CHECK ONE)

1      2      3      4      5      6      7      8      9      10      Over 10

4. What language do you speak at home?\_\_\_\_\_

5. The following is a general list of the types of material now printed in the AMERICAN REPORTER.(PLEASE CHECK YOUR REACTIONS TO EACH OF THE FOLLOWING TYPES OF MATERIAL BY PUTTING A CHECK( ) IN THE APPROPRIATE COLUMN OPPOSITE EACH TYPE):

LIST OF MATERIAL PRINTED	LIKE	DISLIKE	INDIFFERENT
Indians in the U.S.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editorials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book Reviews and Literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Aid to India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Voice of America" News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Americans in India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Foreign Policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life in America	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify):.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Do you have any suggestions for new features or materials you would like to read in the AMERICAN REPORTER?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

7. Do you own or have access to a radio? ☐ Yes ☐ No

If "Yes" please answer the two questions below:

7(a) Check below your favourite radio station:

- |                                           |                                                              |
|-------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> All India Radio  | <input type="checkbox"/> British Broadcasting Corporation    |
| <input type="checkbox"/> Radio Pakistan   | <input type="checkbox"/> Australian Broadcasting Corporation |
| <input type="checkbox"/> Voice of America | <input type="checkbox"/> Radio Ceylon                        |
| <input type="checkbox"/> Radio Moscow     | <input type="checkbox"/> Other (Specify):.....               |

7(b) If you listen to the "Voice of America," how frequently do you tune in?

- ☐ Daily ☐ Weekly ☐ Irregularly

8. We would like your opinion on the following aspects of the AMERICAN REPORTER. (PLEASE CHECK BELOW YOUR PREFERENCES IN EACH OF THE FOLLOWING FIVE CATEGORIES.)

Pages

- ☐ More pages  
☐ Fewer pages  
☐ No change  
☐ No opinion

Text

- ☐ More text  
☐ Less text  
☐ No change  
☐ No opinion

Size

- ☐ Larger Size  
☐ Smaller Size  
☐ No change  
☐ No opinion

Pictures

- ☐ More pictures  
☐ Fewer pictures  
☐ No change  
☐ No opinion

Type

- ☐ Bigger type  
☐ Smaller type  
☐ No change  
☐ No opinion

9. What is your opinion about the style of writing in the AMERICAN REPORTER?  
(CHECK AS MANY AS APPLY)

- ☐ Fascinating
- ☐ Too technical
- ☐ Clear and precise
- ☐ Uninteresting
- ☐ Too many big words
- ☐ Interesting
- ☐ Drab
- ☐ Too simple

☐ No opinion

☐ Other (Specify):.....

10. Would you like the magazine section to reappear in the AMERICAN REPORTER?

☐ Yes

☐ No

☐ No opinion

11. CHECK AS MANY AS APPLY: Do you think the AMERICAN REPORTER...

- ☐ is easy to understand?
- ☐ is difficult to understand?
- ☐ is of little interest to you?
- ☐ is of great interest to you?
- ☐ does not contain useful information?
- ☐ does contain useful information?
- ☐ states facts partially?
- ☐ states facts impartially?

12. Generally speaking, how valuable to you feel the AMERICAN REPORTER is to you personally?

- ☐ Very valuable
- ☐ Fairly valuable
- ☐ Not very valuable
- ☐ Not valuable at all

12 (a) What are the reasons for your opinion?

---

---

13. In your opinion, in what category does the AMERICAN REPORTER fall when compared to similar publications?

Very Superior

☐

Superior

☐

Inferior

☐

Very Inferior

☐

☐ Other (Specify):.....

14. Do you regularly receive materials from any other foreign information service?

☐ Yes

☐ No

14. (a) If "Yes" please list below:

_____	_____
_____	_____
_____	_____

15. What newspapers and magazines do you read regularly? Please list below:

Newspapers: \_\_\_\_\_

Magazines: \_\_\_\_\_

16. If the AMERICAN REPORTER was sold at news-stands, how much would you be willing to pay, per issue?

\_\_\_\_\_

17. Do you feel that reading the AMERICAN REPORTER has given you a more or less favourable impression of the United States than you had before?

☐ More favourable

☐ Less favourable

☐ No different

18. If you have additional suggestions about the AMERICAN REPORTER please write below:

19. We also require the following classification data for our survey and we would be grateful if you would fill out the following:

AGE

- ☐ 20 and under
- ☐ Between 21 and 39
- ☐ 40 and over

EDUCATION

- ☐ Up to Middle School
- ☐ Middle School to High School
- ☐ High School to Graduation
- ☐ Post Graduate and over

OCCUPATION: \_\_\_\_\_

**APPENDIX III**

**AMERICAN REPORTER QUESTIONNAIRE**  
**(Language Editions)**

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Figure 1. The effect of the concentration of the solution on the adsorption of the dye. The concentration of the solution was 0.01, 0.02, 0.03, 0.04, 0.05, 0.06, 0.07, 0.08, 0.09, 0.1, 0.2, 0.3, 0.4, 0.5, 0.6, 0.7, 0.8, 0.9, 1.0, 1.5, 2.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0, 15.0, 20.0, 30.0, 40.0, 50.0, 60.0, 70.0, 80.0, 90.0, 100.0, 150.0, 200.0, 300.0, 400.0, 500.0, 600.0, 700.0, 800.0, 900.0, 1000.0, 1500.0, 2000.0, 3000.0, 4000.0, 5000.0, 6000.0, 7000.0, 8000.0, 9000.0, 10000.0, 15000.0, 20000.0, 30000.0, 40000.0, 50000.0, 60000.0, 70000.0, 80000.0, 90000.0, 100000.0, 150000.0, 200000.0, 300000.0, 400000.0, 500000.0, 600000.0, 700000.0, 800000.0, 900000.0, 1000000.0, 1500000.0, 2000000.0, 3000000.0, 4000000.0, 5000000.0, 6000000.0, 7000000.0, 8000000.0, 9000000.0, 10000000.0, 15000000.0, 20000000.0, 30000000.0, 40000000.0, 50000000.0, 60000000.0, 70000000.0, 80000000.0, 90000000.0, 100000000.0, 150000000.0, 200000000.0, 300000000.0, 400000000.0, 500000000.0, 600000000.0, 700000000.0, 800000000.0, 900000000.0, 1000000000.0, 1500000000.0, 2000000000.0, 3000000000.0, 4000000000.0, 5000000000.0, 6000000000.0, 7000000000.0, 8000000000.0, 9000000000.0, 10000000000.0, 15000000000.0, 20000000000.0, 30000000000.0, 40000000000.0, 50000000000.0, 60000000000.0, 70000000000.0, 80000000000.0, 90000000000.0, 100000000000.0, 150000000000.0, 200000000000.0, 300000000000.0, 400000000000.0, 500000000000.0, 600000000000.0, 700000000000.0, 800000000000.0, 900000000000.0, 1000000000000.0, 1500000000000.0, 2000000000000.0, 3000000000000.0, 4000000000000.0, 5000000000000.0, 6000000000000.0, 7000000000000.0, 8000000000000.0, 9000000000000.0, 10000000000000.0, 15000000000000.0, 20000000000000.0, 30000000000000.0, 40000000000000.0, 50000000000000.0, 60000000000000.0, 70000000000000.0, 80000000000000.0, 90000000000000.0, 100000000000000.0, 150000000000000.0, 200000000000000.0, 300000000000000.0, 400000000000000.0, 500000000000000.0, 600000000000000.0, 700000000000000.0, 800000000000000.0, 900000000000000.0, 1000000000000000.0, 1500000000000000.0, 2000000000000000.0, 3000000000000000.0, 4000000000000000.0, 5000000000000000.0, 6000000000000000.0, 7000000000000000.0, 8000000000000000.0, 9000000000000000.0, 10000000000000000.0, 15000000000000000.0, 20000000000000000.0, 30000000000000000.0, 40000000000000000.0, 50000000000000000.0, 60000000000000000.0, 70000000000000000.0, 80000000000000000.0, 90000000000000000.0, 100000000000000000.0, 150000000000000000.0, 200000000000000000.0, 300000000000000000.0, 400000000000000000.0, 500000000000000000.0, 600000000000000000.0, 700000000000000000.0, 800000000000000000.0, 900000000000000000.0, 1000000000000000000.0, 1500000000000000000.0, 2000000000000000000.0, 3000000000000000000.0, 4000000000000000000.0, 5000000000000000000.0, 6000000000000000000.0, 7000000000000000000.0, 8000000000000000000.0, 9000000000000000000.0, 10000000000000000000.0, 15000000000000000000.0, 20000000000000000000.0, 30000000000000000000.0, 40000000000000000000.0, 50000000000000000000.0, 60000000000000000000.0, 70000000000000000000.0, 80000000000000000000.0, 90000000000000000000.0, 100000000000000000000.0, 150000000000000000000.0, 200000000000000000000.0, 300000000000000000000.0, 400000000000000000000.0, 500000000000000000000.0, 600000000000000000000.0, 700000000000000000000.0, 800000000000000000000.0, 900000000000000000000.0, 1000000000000000000000.0, 1500000000000000000000.0, 2000000000000000000000.0, 3000000000000000000000.0, 4000000000000000000000.0, 5000000000000000000000.0, 6000000000000000000000.0, 7000000000000000000000.0, 8000000000000000000000.0, 9000000000000000000000.0, 10000000000000000000000.0, 15000000000000000000000.0, 20000000000000000000000.0, 30000000000000000000000.0, 40000000000000000000000.0, 50000000000000000000000.0, 60000000000000000000000.0, 70000000000000000000000.0, 80000000000000000000000.0, 90000000000000000000000.0, 100000000000000000000000.0, 150000000000000000000000.0, 200000000000000000000000.0, 300000000000000000000000.0, 400000000000000000000000.0, 500000000000000000000000.0, 600000000000000000000000.0, 700000000000000000000000.0, 800000000000000000000000.0, 900000000000000000000000.0, 10000000

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[illegible]

Number of years in School

London of course in California

Number of years in College

Government Officer

Engineering Sciences

Legal Pro Session

Social Worker/Community Services

politicien

Clerk/Stenographer/Typist

Military Service

Agriculturist

Government Officer

Engineer/Scientist

Legal Pro session

Social Worker/Community Health

Politician

Clerk/Steno-grapher/Typist

**Military Service**

Scientist

Other (Specify):

1. The first step is to identify the problem. In this case, the problem is that the company is not meeting its sales targets. The second step is to analyze the data. The third step is to develop a plan. The fourth step is to implement the plan. The fifth step is to evaluate the results.

1. Do you read the AMERICAN REPORTER regularly? Yes ☒ No ☐

2. On an average, how many persons read your copy of the AMERICAN REPORTER (PLEASE SPECIFY):

1 2 3 4 5 6 7 8 9 10 Over 10

3. Is your copy of the AMERICAN REPORTER published in the following language(s):

☐ English ☐ Hindi ☐ Bengali  
☐ Marathi ☐ Tamil ☐ Telugu  
☐ Malayalam

According to our records, you receive the AMERICAN REPORTER in Tamil/Marathi/Malayalam/Telugu. If you would prefer to receive it in one of the other languages instead of Tamil/Telugu/Malayalam/Marathi, please strike the language you prefer.

The following is a list of material printed in the AMERICAN REPORTER. PLEASE CHECK YOUR REACTIONS TO EACH OF THE FOLLOWING TYPES OF MATERIAL BY PUTTING A CHECK(✓) IN THE APPROPRIATE COLUMN OPPOSITE EACH TYPE:

Material Printed	Like	Dislike	Indifferent
Articles in the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editorials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book Reviews and Literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Aid to India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Voice of America" Plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Americans in India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Foreign Policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life in America	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. We would like your opinion on the following aspects of the AMERICAN REPORTER. PLEASE CHECK BELOW YOUR PREFERENCES IN EACH OF THE FOLLOWING CATEGORIES:

Pages	Pictures	Text
<input type="checkbox"/> More pages	<input type="checkbox"/> More pictures	<input type="checkbox"/> More Text
<input type="checkbox"/> Fewer pages	<input type="checkbox"/> Fewer pictures	<input type="checkbox"/> Fewer Text
<input type="checkbox"/> No change	<input type="checkbox"/> No change	<input type="checkbox"/> No change
<input type="checkbox"/> No opinion	<input type="checkbox"/> No opinion	<input type="checkbox"/> No opinion



6. In general, what is your opinion of the style of writing in the Tamil/Telugu/Malayalam/Marathi/Hindi AMERICAN REPORTER?

Good ☒

Fair ☐

Poor ☐

6(a) Please check in the list below those words or phrases which best describe the style of writing in the AMERICAN REPORTER:

☒ Interesting  
☒ Unidiomatic  
☐ Drab  
☐ Complicated  
☐ Distinctive  
☐ No Opinion

☐ Too simple(unimaginative)  
☐ Clear and precise  
☐ Explains most things satisfactorily  
☐ Sometimes difficult to understand  
☐ Too technical

7. What is your opinion of the news value of the AMERICAN REPORTER?  
(Please check ONE item in each set of statements):

☐ Most of the material is new  
☐ Some of the material is new  
☐ None of the material is new

☐ Most of the information is reliable  
☐ Some of the information is reliable  
☐ None of the information is reliable

8. Do you regularly receive publications from any other foreign information services?

Yes ☒

No ☐

8(a) If "YES" please list below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. In your opinion, in what category does the AMERICAN REPORTER fall when compared to similar publications?

Very superior ☒ Superior ☒ Equal ☒ Inferior ☐  
Very inferior ☐

10. What newspapers and magazines do you read regularly? Please list below:

Newspapers:

Magazines:

11. Do you feel that reading the AMERICAN REPORTER has helped to change your impressions of the United States of America? Are your impressions now ...

More favorable ☐ Less favorable ☐ No different ☐

12. If you have any comments to make about the AMERICAN REPORTER which would help us to improve the publication, please write below in brief:

1N-4-11  
IAN - India

IPS

DESIGNATION: The First Sixty Days of Span Mail (IRI.IND. 108, Uncl.)

CONTRACTOR: USIS India

COST:

DATE OF COLLECTION: Nov., 60 - Apr. 20, 1961 DATE OF REPORT: May, 1961

OBJECTIVE: To learn the general response among recipients to the new English-language cultural magazine, Span, as well as reactions to particular articles in the first issue.

METHOD: After distribution by direct mail of the first issue of Span in November, 1960, a follow-up card was sent to all 39,728 readers, informing them that the new magazine would replace the newspaper, American Reporter. By April 20, 1961, 6,775 letters had been received. Of these, 2,839 commended the magazine or suggested new features. The remaining 3,936 letters acknowledged receipt or requested such administrative action as corrections of address, mailing of extra copies, and provision of subscription information.

The report, however, was restricted to a tabulation of the 1,160 letters received prior to December 30, 1960, which either commended the magazine or suggested additional features. Of these, 41% were received from the Madras Consular District; 24% from the Delhi district; 22% from the Bombay district; and 13% from the Calcutta district. Response rate for the reported letters was Madras, 4%; Delhi, 3%; Bombay, 2%; and Calcutta, 2%. Distribution of replies by occupation was professional and business, 35%; education, 27%; and executive and judiciary, 12%.

SUMMARY: "Something out of Nothing" by Cooper and Palmer was most frequently singled out for comment by readers. Second highest in appreciative comments was Nathan Glick's "Trends in the Modern American Novel," followed in turn by "Features of Economic Growth" by W. Allen Wallis and "The U.S. Presidency Reconsidered" by Dr. Clinton Rossiter. A feature, "New on the Bookshelf" failed to get a single mention from any area.

The first number of Span apparently impressed many recipients favorably. "Approval came frighteningly close to lyricism," commented the post in its report, which thereafter quoted a number of readers fully identified by proper name and title. One was Kelika Singh of Azamgarh, a member of the Lok Sabha, who glowingly wrote, "The Span with its magnificent cover showing buds and flowers blossoming on soft supporting shafts, symbolizes the U.S. aid to new flowering nations in Southeast Asia, many of which, including India, directly owe their independence to the great Atlantic Charter signed by President Roosevelt and Winston Churchill on board the 'Prince of Wales' in mid-Atlantic sea twenty years ago."

Other respondents, the post reported, were "less poetic though equally enthralled." Such adjectives as "good," "elegant," "smart," "precious," and "varied" were used.

Since Span was introduced to readers as a replacement (in their mail, at least) of the American Reviewer, comparative comments were no doubt helpful to editors of both publications. Some felt the cultural magazine was an improvement over the newspaper, and referred to its superiority of typography and format. One noted that "Span is refreshingly free from any smell of propaganda."

There was, however, no clear-cut disappointment of the American Reviewer, and several noted the useful, though distinct, functions of each, while nearly a thousand letter writers (about a fifth of which were libraries, etc., which had already been advised this early in 1942) expressed a wish to continue receiving the newspaper.

Requests for articles concerning contemporary American drama and literature were among the most insistent of the suggestions made. There were requests for a children's column; a letter to the editor column; a question box; poetry; biographies; color pictures of American life scenes; technical articles in the layman's language on radio, etc.; and sentences on pioneer American settlers, American education, American tourist attractions, agriculture, urbanization, motion pictures, and sports; etc.

COMMENT ON METHOD: Here a collection of informal information from administrative inquiry than a fully designed readership survey. Perhaps, the analysis obviously provided important information for the post. The information cannot, of course, be taken as representative of the reactions of the entire readership, for the responses -- even though ample in numbers of cases alone -- came from only a non-random 3% of those who were sent Span in its initial mailing.

**THE FIRST SIXTY DAYS OF SPAN MAIL**

**May, 1961**

**Prepared by**

**Research Section,**

**UNITED STATES INFORMATION SERVICE,**  
**NEW DELHI INDIA**

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## INTRODUCTION

After distribution by direct mail of the first issue of Span in November 1960, a follow-up card was sent to all readers informing them that the new magazine henceforth would replace the American Reporter.

By April 20, 1961 the response to Span's initial mailing had reached 6,775 letters. Of these, 2,839 commend the new magazine or suggest new features. The remaining 3,936 letters are acknowledgements or requests for administrative action such as corrections in address, as indicated in the table below:

Request for free copy of <u>Span</u>	1,055
Request for sample copies	161
Subscription information	265
Wish to continue to receive the <u>American Reporter</u>	936
Request for change of address	861
Complaints of non-receipt	353
Duplicate copies received	10
Request for stopping the issues of <u>Span</u>	6
Subscription sent	85
Approved for addition	<u>204</u>
Total:	<u><u>3,936</u></u>

In this report, an attempt has been made to analyse the contents of 1,180 letters received prior to December 30, 1960, which either commend the magazine or suggest additional features. This analysis is based on audience group classification to enable easy comparison among the four Consular areas. Comments have been divided into the following two parts:

- (a) comments on articles in first two issues;
- (b) comments on format and other aspects of the magazine.

The following section of this report summarizes the results of the statistical tables (page 12 to 25) based on the above criteria and also includes suggestions from the readers.



SUMMARY

RESPONSE

Initial mailing of the first Span issue was 39,728 copies. These were sent to India's four Consular districts in the following distribution percentage pattern: 30 per cent to Madras, 27 per cent to Bombay, 22 per cent to Delhi and 21 per cent to Calcutta. The follow-up card brought 1,180 responses by year-end, with the highest number coming from the Madras Consular District (41 per cent). Delhi, though third in distribution, sent the second highest response (24 per cent). Bombay contributed 22 per cent of the total response, and Calcutta was lowest with 21 per cent.

In the pattern of country-wide distribution, the highest number of Span recipients were in the Professional and Business category (35 per cent), with the Educational group second (27 per cent) and Executive and Judiciary third (12 per cent). Analysis of response by audience groups does not show significant variation with this distribution pattern, except for the Delhi Consular area. Here, highest response came from the Educational group with 29 per cent of the Delhi area total (see Table II), followed closely by the Professional and Business category (28 per cent). In the three other Consular areas, replies paralleled the distribution pattern with the highest per cent response coming from the Professional and Business group:

Madras, 39 per cent of total; Calcutta, 34.5 per cent of total; Bombay, 37.6 per cent. Educational followed in volume of replies; Executive and Judicial took a low third.

In the Educational category, response is least from the Calcutta area (19 per cent of that area's total); whereas in the case of Bombay (33 per cent), the percentage is higher than the all-India percentage (26 per cent).

The Madras Consular area shows higher percentages of response from both Professional and Business (39 per cent) and Executive and Judicial (15 per cent) than the all-India percentage of 35 per cent and 12 per cent respectively. Delhi shows the lowest proportionate response from the former, and Bombay from the latter.

The following points are also worth noting:

- (a) No comment of any kind was received from the Calcutta Legislative and Political group which received 5.8 per cent of that area's distribution copies.
- (b) In the Mass Communications category, response from Delhi ranks highest.
- (c) Only 9 of the first 1,160 all-India responses came from returnees.

COMMENTS ON SPECIFIC ARTICLES: (See Tables IIIA, IIIB, IIIC, IIID)

"Something out of Nothing" by Cooper and Palmer was most frequently singled out for comment by readers in the Madras,

Calcutta and Delhi Consular areas. In Bombay, however, the favorite was "Trends in the Modern American Novel" by Nathan Gluck, a preference which could be related to the proportionally high response from the Educational group in that area.

The other three articles most frequently commended are: (1) "Factors of Economic Growth" by H. Allen Wallis; (2) "The U.S. Presidency Reconsidered" by Dr. Clinton Rossiter; and (3) "India in America."

None of the letters from any Consular area mentioned the feature "New on the Bookshelf."

Very few letters of comment on the second issue of Span are included in this analysis since the cut-off date for this sample study was December 30, 1960. Where such consideration was made, however, the following two articles of the second issue were most frequently noted: "John Fitzgerald Kennedy -- President-Elect of the United States," and "The Continuing American Revolution" by Ellsworth Bunker.

#### COMMENTS ON FORMAT AND OTHER ASPECTS:

In this survey of early response to the first issue of Span, it was found that most readers had definite praise. In some cases, their approval came frighteningly close to lyricism. An example, from Kalika Singh of Azamgarh, a member of the Lok Sabha: "The Span with its magnificent cover showing buds and flowers blossoming on soft supporting shafts, symbolizes

the U.S. aid to new flowering nations in South-East Asia, many of which, including India, directly owe their independence to the great Atlantic Charter signed by President Roosevelt and Winston Churchill on board the "Prince of Wales" in mid-Atlantic sea twenty years ago. Span means to stretch that helping hand, and its very first issue promises the beginning of a great end."

Other respondents were less poetic though equally enthralled. D.M. Kulkarni, Secretary of the Industrial Tribunal of Madhya Pradesh, calls Span "the cynosure of my home" and "a reading with a purpose." Mr. Kulkarni continues: "We are ten members of our family amongst whom every one has varied interests...and everyone finds material worth his interest. I congratulate you...for bringing out such a good magazine."

And T.V.N. Viswanathan, Managing Director of Cauvery Textiles in Salem, succinctly states: "I am quite satisfied with the elegant and smart appearance of the magazine, including the precious stuff inside."

How does Span compare with the replaced American Reporter? Admirably, according to most reviewers. "In both get-up and contents it is definitely an improvement over the American Reporter and as such should prove more popular," writes Mr. L.M. Bhatia from Collector's House, Varanasi. The principal of Lahiri College in Chirimiri, M.P., Mr. J. Lahiri agrees, saying, "The new journal marks a distinct improvement on its

predecessor in respect of its varied content, coverage of news and views, good printing, pictorial wealth and format." And Mr. N.A. Modi, a Bombay Lawyer, supplies another reason: "I think it is a matter of congratulation," he writes, "that unlike the American Reporter, Span does not confine itself largely to matters of political or economic interest. There is a growing curiosity about the cultural side of American life particularly in relation to its literature and music."

Several responses picked up the Span keynote and paraphrased it in their approval. Mr. V.K. Narasimhan, Assistant Editor of the Hindu, Madras, is one of these. Mr. Narasimhan writes: "Journalistically and technically Span deserves high praise and I have no doubt that it will help to bridge the distances between our lands with mutual understanding, appreciation and respect." And the Calcutta edition of Patrika reprints the keynote in an editorial of November 4, 1960 observing that "the reading material offered by Span is refreshingly free from any smell of propaganda." Patrika concludes, "it is a venture conforming to the best standards of American journalism."

The Sunday Standard of November 13, 1960 ponders this question of propaganda, editorializing that "provided one can separate it from doctrinaire associations, propaganda when conducted along healthy lines need mean nothing more

than information." How does Span meet this assignment? "Span contains just this kind of news," the editorial continues. "Popular, readable but not loaded. It has also more variety and width than other journals of the same category."

It is important to note that the glowing praise for Span which characterized this sample response to its first issue was not accompanied by derogation of its predecessor, the American Reporter. Many readers prefer Span for reasons mostly related to its format and style, and its increased cultural scope. But none disparage the American Reporter; none praise the substitution of Span. In fact, some, like Mr. Harbans Singh of the Indian Supreme Court, frankly state that "it does not replace the American Reporter," even though "it does establish further firmness in Indo-American understanding and friendship." And several readers request both publications, even though the consensus is that Span is a "a very big leap forward from its fore-runner," in the words of one reviewer.

It would seem then that the American Reporter was well received, as far as it went. But readers are pleased that Span goes further.

#### GENERAL SUGGESTIONS:

Requests for articles concerning contemporary American drama and literature are among the most frequent suggestions made in this sample response. One reader writes: "American

drama has a very powerful impact on the modern world stage. Could you not devote a page or two every month to this fascinating American phenomenon?" Another says, "I found the article on American fiction of considerable interest especially as critical material on American literature is not easily available in local libraries."

A number of readers suggest also that a separate column for children be included in Span. "...More space and attention should be devoted in your publications to capture the imagination of children and help them to think on right lines," writes one of these. "As parents of children," the respondent continues, "we will welcome any effort on your part which will satisfy these needs."

Other suggested new features are as follows:

1. Short stories and poems.
2. Adventures of the early settlers in America.
3. Letter to the editor column.
4. Sports news.
5. Problems of industrial development and urbanization.
6. Film news.
7. Articles on places of tourist interest in the United States.
8. Farming and agricultural marketing.
9. More on American education.



10. More colored pictures of American life scenes.
11. Modern astronomical discoveries.
12. Articles on technical subjects in layman's language, such as - planning and production of Radio and TV.
13. A question box for answering reader's queries.
14. Life histories of American Nobel Prize Winners and other prominent personalities.

Some of the readers have also suggested publication of Span in the regional languages.

Some interpretation is necessary for the large number of letters requesting continuation of the American Reporter as well as Span. Approximately 20 per cent of the 956 of such cases, were reading rooms, libraries, etc., which had already been advised that they would receive both publications. In most cases these letters were expressed appreciation of both publications, as well as emphasizing the desirability of receiving both.

Approximately 15 per cent of the letters were from individual readers of the American Reporter who emphasized that they were regular readers of the American Reporter and would miss it if they could not continue receiving both. A professor of Chemistry, wrote, "I have been getting the American Reporter almost since its inception and its discontinuation leaves a psychological vacuum."

Another 25 per cent commented on the unique importance and place of the American Reporter. They expressed the opinion that Span was different and was no substitute. Many of them emphasized the news



value of the American Reporter. The opinion was frequently expressed that the American Reporter provided more information, particularly about Indo-American relations and details of economic and technical assistance to India.

Mr. K. Subrahmanyam wrote from Madras, India. "But I think the American Reporter is a very valuable link between the people of India and the people of America. It was also a link between the people of India and the people of America and one felt there was something permanent about it. I wonder whether Span can take its place."

Another writer, said in comparing the American Reporter with Span, "The American Reporter deals with up to date topics while Span has information value of a literary type. Both are good in their respective spheres."

Many writers commented favorably on the series of American short stories in the American Reporter. One reader said, "Nothing makes us feel nearer to the American people than these wonderful short stories."

A very substantial number of writers emphasized the fact that their families had developed the habit of reading the American Reporter, particularly in one of the vernacular languages. One such writer said, "For God's sake, please do not discontinue the American Reporter, which is read here by all members of my family." (sic)

A letter from Moradabad said, "I find the American Reporter is very useful to my family. My aged mother reads it in order to know the things about the land where many of my kith and kin have gone and are still there. She cannot read the English magazine."

## TABLES

TABLE IDISTRIBUTION OF RESPONSE BY CONSULAR AREA(Response received prior to December 30, 1960)

<u>Consular Area</u>	<u>Number</u>	<u>Per Cent</u>
Madras Consular Area	490	41.5
Calcutta Consular Area	148	12.5
Bombay Consular Area	255	21.6
Delhi Consular Area	287	24.4
Total:	1,180	100.0

TABLE II

**DISTRIBUTION OF RESPONSE BY AUDIENCE GROUPS**  
**(Responses received prior to December 30, 1960)**

AUDIENCE GROUP	MADRAS		CALCUTTA		BOMBAY		DELHI		TOTAL	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
1. Education	115	23.2	28	18.9	84	32.9	83	28.9	310	26.3
2. Education	4	0.8	2	1.3	1	0.4	3	1.1	10	0.8
3. Executive & Judiciary	75	15.3	17	11.5	18	7.1	34	11.8	144	12.2
6. Political	6	1.3	-	-	3	1.2	6	2.0	15	1.3
7. Mass Comm.	1	0.2	4	2.7	4	1.6	3	1.1	12	1.0
8. Mass Comm.	11	2.2	5	3.4	11	4.3	20	7.0	47	4.0
9. Business & Profession	191	39.0	51	34.5	96	37.6	80	27.9	418	35.4
11. Sc. & Culture	14	2.9	11	7.4	10	3.9	12	4.0	47	4.0
12. Non-Indians	-	-	4	2.7	-	-	-	-	4	0.3
13. Libraries	29	5.9	13	8.8	14	5.5	18	6.3	74	6.3
14. Public Organizations	37	7.6	12	8.1	8	3.1	22	7.7	79	6.7
15. Returnees	1	0.2	1	0.7	4	1.6	3	1.1	9	0.8
Others	6	1.3	-	-	2	0.8	3	1.1	11	0.9
<b>TOTAL</b>	<b>490</b>	<b>100.0</b>	<b>148</b>	<b>100.0</b>	<b>255</b>	<b>100.0</b>	<b>287</b>	<b>100.0</b>	<b>1,180</b>	<b>100.0</b>

**TABLE - III A**  
**APPRECIATIVE COMMENTS ON THE ARTICLES IN THE FIRST TWO ISSUES**  
**MADRAS AREA**

ARTICLES	AUDIENCE GROUPS													TOTAL	
	1	2	3	3	7	8	9	11	12	13	14	15	Others	No.	% age
<b>I Issue</b>															
To the Reader.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US Presidency.....	6	-	1	-	-	1	11	1	-	1	-	-	-	21	4.3
Economic Growth.....	5	-	5	-	-	1	7	-	-	1	-	-	-	17	3.5
Theater Revives.....	1	-	-	-	-	1	2	1	-	-	-	-	-	5	1.0
Victory-Diseases.....	3	-	1	-	-	-	3	-	-	-	-	-	-	7	1.4
Popular Schooling.....	2	-	3	-	-	-	1	-	-	-	-	-	-	6	1.2
To build a Dam.....	-	-	-	1	-	-	1	-	-	-	-	-	-	2	0.4
Faces of India.....	1	-	1	-	-	-	2	1	-	-	-	-	-	5	1.0
Shrines & Temples.....	-	-	1	-	-	-	1	-	-	1	-	-	-	3	0.6
American Novel.....	6	1	3	-	-	1	3	1	-	1	-	-	-	15	3.1
Library.....	-	-	-	-	-	-	2	-	-	1	-	-	-	3	0.6
Woman's View.....	1	-	1	-	-	-	1	-	-	-	-	-	-	3	0.6
The Bookshelf.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something out of Nothing.....	5	-	5	1	-	-	14	3	-	2	-	-	-	30	6.1
Armchair Perspectives	2	-	1	-	-	-	-	-	-	-	-	-	-	3	0.6
India in America.....	2	-	1	-	-	-	3	1	-	-	-	-	-	7	1.4
Brookhaven's Synchrotron.....	2	-	1	-	-	-	-	-	-	-	-	-	-	3	0.6

- 11 -

Table III A (Contd.)

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	% age	
<u>II Issue</u>																
John F. Kennedy.....	2	-	-	-	-	-	-	-	-	1	-	-	-	3	0.6	
Armchair Perspective.	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.2	
American Revolution...	-	-	-	-	-	-	-	-	-	-	-	1	-	1	0.2	
India in America.....	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.2	
American Novel.....	2	-	-	-	-	-	-	-	-	-	-	-	-	2	0.4	
Woman's View.....	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.2	

Percentage worked out on the basis of the total number (490) of responses from Madras Consular Area.

**TABLE - III B**  
**APPRECIATIVE COMMENTS ON THE ARTICLES IN THE FIRST TWO ISSUES**  
**CALCUTTA AREA**

ARTICLES	AUDIENCE GROUPS													TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	% age
<b>I Issue</b>															
To the Reader.....	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.7
US Presidency.....	1	-	-	-	-	-	1	-	1	-	-	-	-	3	2.0
Economic Growth.....	1	-	-	-	1	-	-	-	-	1	1	-	-	4	2.7
Theater Revives.....	2	-	-	-	-	1	-	-	-	-	-	-	-	3	2.0
Victory-Diseases.....	-	-	1	-	-	-	-	1	-	-	-	-	-	2	1.4
Popular Schooling.....	1	-	-	-	-	-	2	-	-	-	-	-	-	3	2.0
To build a Dam.....	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.7
Faces of India.....	-	-	-	-	-	1	-	-	-	1	-	-	-	2	1.4
Shrines & Temples.....	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.7
American Novel.....	3	-	-	-	-	1	-	-	-	2	1	1	-	8	5.4
Library.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Women's View.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Bookshelf.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something out of															
Nothing.....	2	-	2	-	-	-	3	1	-	2	-	-	-	10	6.8
Armchair Perspectives.	-	-	-	-	1	1	-	-	-	-	-	-	-	2	1.4
India in America.....	1	-	-	-	-	1	2	-	-	1	-	-	-	5	3.4
Brookhaven's															
Synchrotron.....	-	-	-	-	-	-	-	1	-	-	-	-	-	1	0.7

Table III B (Contd.)

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	% age	
<u>II Issue</u>																
John F. Kennedy.....	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.7	
Automation.....	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.7	

Percentage worked out on the basis of the total number (148) of responses from Calcutta Consular Area.



**TABLE - III C**  
**APPRECIATIVE COMMENTS ON THE ARTICLES IN THE FIRST TWO ISSUES**  
**BOMBAY AREA**

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	% age	
<b><u>I Issue</u></b>																
To the Reader.....	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
US Presidency.....	4	-	1	-	-	-	1	-	-	-	-	-	-	6	2.4	
Economic Growth.....	8	-	1	-	-	-	1	-	-	-	-	-	-	10	3.9	
Theater Revives.....	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.4	
Victory-Diseases.....	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.4	
Popular Schooling.....	2	-	-	-	-	-	-	-	-	1	-	-	-	3	1.2	
To Build a Dam.....	4	-	-	-	-	1	-	1	-	-	-	-	-	6	2.4	
Faces of India.....	3	-	-	-	-	-	-	-	-	-	-	-	-	3	1.2	
Shrines & Temples....	-	-	-	-	-	1	-	-	-	-	-	-	-	1	0.4	
American Novel.....	7	-	1	1	-	-	4	1	-	1	-	-	-	15	5.9	
Library.....	3	-	-	-	-	1	-	-	-	1	-	-	-	5	2.0	
Woman's View.....	3	-	-	-	-	-	1	-	-	-	-	-	-	4	1.6	
The Bookshelf.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Something out of																
Nothing.....	8	-	3	-	-	2	4	-	-	1	-	-	-	18	7.1	
Armchair Perspective	-	-	-	-	-	1	-	-	-	-	-	-	-	1	0.4	
India in America.....	2	-	-	-	-	-	1	1	-	-	-	-	-	4	1.6	
Brookhaven's																
Synchrotron.....	-	-	-	-	-	-	-	1	-	-	-	-	-	1	0.4	

**Table III C (Contd)**

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	Per Cent	
John F. Kennedy .....	-	-	-	-	-	1	1	-	-	-	-	-	-	2	0.8	
Am.Revolution.....	-	-	-	-	1	-	-	-	-	-	-	-	-	1	0.4	

Percentages worked out on the basis of the total number (255) of responses from Bombay Consular Area.

TABLE IIID

## APPRECIATIVE COMMENTS ON THE ARTICLES IN THE FIRST TWO ISSUES - DELHI AREA

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	Per Cent	
<b>I Issue</b>																
To the reader .....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
US Presidency .. .....	4	-	1	1	-	2	-	-	-	-	-	-	-	8	2.8	
Economic Growth.....	6	1	-	-	-	3	1	1	-	-	-	-	-	12	4.2	
Theater Revives.....	2	-	-	-	-	2	-	-	-	-	1	-	-	5	1.7	
Victory-Diseases.....	2	-	1	-	-	1	-	-	-	-	-	-	-	4	1.4	
Popular Schooling.....	5	-	-	-	-	-	1	-	-	-	-	-	-	6	2.1	
To Build a Dam.....	-	1	-	-	1	1	-	-	-	1	-	-	-	4	1.4	
Faces of India.....	-	1	1	-	-	-	1	-	-	-	-	-	-	3	1.0	
Shrines & Temples.....	-	-	1	-	-	-	1	-	-	-	-	-	-	2	0.7	
American Novel.....	6	-	-	-	-	4	-	1	-	2	3	-	-	16	5.6	
Library.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Woman's View.....	-	-	-	-	-	-	-	-	-	-	1	-	-	1	0.3	
The Bookshelf.....	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Something out of																
Nothing.....	6	1	-	1	-	1	5	1	-	1	2	-	-	18	6.3	
Armchair Perspective....	2	-	-	-	-	-	-	-	-	-	-	-	-	2	0.7	
India in America.....	2	-	1	-	-	1	-	-	-	1	1	-	-	6	2.1	
Brookhaven's																
Synchrotron.....	1	-	-	-	-	-	-	-	-	-	1	-	-	2	0.7	

**Table III D (Contd)**

ARTICLES	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	Per Cent	
<u>Ind Issue</u>																
J.F. Kennedy.....	1	-	-	-	-	-	-	-	-	-	-	-	-	1	0.3	
Am.Revolution.....	1	-	-	-	-	-	1	-	-	-	-	-	-	2	0.7	
Youth movements in the United States.....	2	-	-	-	-	-	1	-	-	-	-	-	-	3	1.0	

Percentage worked out on the basis of the total number (287) of responses from Delhi Consular Area.

TABLE IVA

## COMMENTS ON FORMAT AND OTHER ASPECTS OF THE MAGAZINE - MADRAS AREA

COMMENTS	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	Per Cent	
Better Get-up	34	-	20	2	-	2	42	2	-	4	5	1	1	113	23.1	
Attractive Pictures	7	1	5	-	-	1	24	2	-	3	7	-	1	51	10.4	
Good Quality Paper	2	-	-	-	-	1	2	-	-	-	-	-	-	5	1.0	
Attractive Title Page	3	-	2	-	-	-	7	-	-	2	1	-	-	15	3.1	
Informative	48	1	34	1	1	5	82	6	-	9	16	-	-	203	41.4	
Interesting	61	-	45	3	1	5	102	6	-	9	16	-	-	248	50.6	
Better Indo-US relationship	23	-	12	-	-	4	37	2	-	7	6	-	-	91	18.6	
Clearer Image of U.S.	8	-	1	-	-	-	15	2	-	4	6	-	1	37	7.6	
Improvement over American Reporter	6	-	1	-	-	1	6	-	-	-	1	-	1	16	3.3	
Others	2	1	3	-	-	-	4	1	-	-	-	-	-	11	2.2	

Percentages have been worked out on the basis of the total number (490) of responses from Madras Consular Area.

TABLE IVB

## COMMENTS ON FORMAT AND OTHER ASPECTS OF THE MAGAZINE - CALCUTTA AREA

COMMENTS	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Other	No.	Per Cent	
Better Get-up	7	1	4	-	2	1	8	2	1	-	1	-	-	27	18.2	
Attractive pictures	3	-	1	-	1	-	4	1	-	3	1	-	-	14	9.5	
Good quality paper	-	-	-	-	-	-	1	-	-	-	-	-	-	1	0.7	
Attractive title page	1	-	-	-	-	-	1	-	-	1	-	-	-	3	2.0	
Informative	10	-	8	-	2	3	22	4	1	3	5	-	-	58	39.2	
Interesting	14	1	8	-	2	5	32	4	-	3	8	1	-	78	62.7	
Better Indo-U.S. relationship	6	1	3	-	1	1	10	5	1	2	2	-	-	30	20.3	
Clearer image of U.S.	2	-	3	-	2	-	2	-	-	-	-	-	-	9	6.1	
Improvement over American Reporter	-	-	-	-	-	-	1	-	1	-	-	-	-	2	1.4	
Others	-	-	-	-	-	-	1	-	1	-	-	-	-	2	1.4	

Percentages have been worked out on the basis of the total number (148) of responses from Calcutta Consular Area.

TABLE IVc

COMMENTS ON FORMAT AND OTHER ASPECTS OF THE MAGAZINE - BOMBAY AREA

COMMENTS	AUDIENCE GROUPS													TOTAL	
	1	2	3	6	7	8	19	11	12	13	14	15	Others	No.	Per Cent
Better Get-up	11	1	2	-	1	1	15	3	-	2	1	1	1	59	15.3
Attractive Pictures	11	-	1	-	-	2	8	-	-	2	1	1	-	26	10.2
Good quality paper	1	-	2	-	-	-	4	-	-	-	-	-	-	7	2.7
Attractive title page	2	-	-	-	-	1	1	-	-	-	-	-	-	4	1.6
Informative	35	1	7	1	1	2	36	5	-	6	5	1	-	100	39.2
Interesting	41	1	10	1	2	7	52	6	-	6	5	1	-	132	51.8
Better Indo-U.S. relationship	16	-	2	-	1	1	23	2	-	3	-	2	-	50	19.6
Clearer Image of U.S.	8	-	2	1	-	1	7	-	-	1	-	1	-	21	8.2
Improvement over American Reporter	1	-	1	-	-	-	3	-	-	-	1	-	-	6	2.4
Others	3	-	-	1	1	-	4	-	-	-	1	-	-	10	3.9

Percentage worked out on the basis of the total number (255) of responses from Bombay Consular Area

TABLE IV D

## COMMENTS ON FORMAT AND OTHER ASPECTS OF THE MAGAZINE - DELHI AREA

COMMENTS	AUDIENCE GROUPS														TOTAL	
	1	2	3	6	7	8	9	11	12	13	14	15	Others	No.	Per Cent	
Better Get-up	10	1	7	2	1	4	9	3	-	2	2	-	-	41	14.3	
Attractive Pictures	7	2	3	-	-	1	5	3	-	-	1	-	-	22	7.7	
Good quality paper	2	-	-	-	-	-	-	-	-	-	-	-	-	2	0.7	
Attractive title page	1	-	3	-	-	1	1	-	-	1	-	-	-	7	2.4	
Informative	37	2	15	1	1	5	43	5	-	9	9	1	1	129	44.9	
Interesting	40	3	21	4	1	12	51	4	-	9	11	1	2	155	54.0	
Better Indo-U.S. relationship	18	2	7	3	1	2	11	-	-	3	3	1	1	52	18.1	
Clearer Image of U.S.	5	-	1	-	-	2	5	1	-	2	1	-	-	17	5.9	
Improvement over American Reporter	6	-	2	-	-	4	4	-	-	-	-	1	1	18	6.3	
Others	-	-	1	-	-	-	1	-	-	-	-	-	-	2	0.7	

Percentage worked out on the basis of the total number (287) of responses from Delhi Consular Area



IN-5-69

IAN - India

DESIGNATION: Characteristics and Problems of Indian Universities and Their Students (IRI.IND. 110, Uncl.)

CONTRACTOR: Lorraine D. Eyde, Ph.D.

COST:

DATE OF COLLECTION: Jan. - Feb., 1961

DATE OF REPORT: June, 1961

OBJECTIVE: To describe problems faced by Indian universities and their students for the benefit of USIS officers, educators, and administrators who may be coming into contact with Indian students for the first time.

METHOD: The author referred to statistics, analyses, and observations found in more than a dozen previous surveys of Indian students and cited opinions, not infrequently her own, "only when other evidence was unavailable." Her opinions often were based on opinions expressed by 74 Indian graduate students questioned in her own preliminary study: "The Indian University Student: His Knowledge and Image of the U.S.A." (see separate summary).

Scholars whose works were taken into account included Shils; Cosmick, Pool & Prasad, Kilpatrick & Centrill, Majumdar & Anand, Useem & Useem, Bower, Coelho, Rath & Das, Balasundaram, Sarker, and Reid.

SUMMARY: The following problems of universities were discussed: the increasing proportion of students from backgrounds of low socio-economic status and even illiteracy; financial insecurity of students; the multi-linguistic student body not fully experienced in English, the common denominator language of Indian higher education; considerable immaturity resulting from a rather low average student age; lack of discipline, despite quite formal teacher-student relationships; too early an imposition of specialization upon students; an adverse student-to-teacher ratio; extremely heavy teaching loads, little job security for teachers; very inadequate physical plants; and efforts toward political control.

Students in India -- it was shown by reference to studies of various levels of competence, objectivity, and representativeness -- are faced by an array of problems that undoubtedly create frustration and may be assumed to foster discontent. First, an intellectual's prestige in India is low, and he commonly is very poor. Thus, it is easy to understand why many students expressed a willingness in their forthcoming careers to barter higher pay for job prestige and security, as well as fair-dealing by supervisors.

Concerns that students showed for their vocational future are well justified by the apparent facts: a study in 1955 indicated that a third of the Lucknow University graduates who had received their master's degrees in the class of '53 were jobless, many who were employed received too little pay to be self-supporting, and most were not doing the kind of work for which trained. Limited confidence attaches to such findings because fewer than a half of a carefully stratified sample of these graduates mailed back questionnaires.

Graduates who had acquired technical competence often were unemployed - even in a country facing a shortage in technical manpower. This paradox led Ussem & Ussem to suggest that perhaps an underdeveloped country should be defined as one that has not learned how to utilize its human resources. Against this background of relative futility stands, in contrast, the goal for the future expressed by most Indian students -- to live a life of service to mankind, an ambition common to far more Indian than American students, according to one survey.

Attitude change is another characteristic of Indian students. Though many, perhaps a majority, still accepted parentally arranged marriages and felt a need for religious beliefs, many were shown how to shun the customs of their parents. A majority, for example, said they believe the caste system has outlived its usefulness.

Several surveys established that the major source of information about the U.S. by far were Hollywood movies, and only a few in a study by Balasubraman said these gave them an unfavorable impression -- though his sample was reportedly skewed in a pro-American direction. Studies showed further that movie attendance is a foremost pastime among Indian students.

Surveys conducted several years ago and which may have been overtaken by subsequent international events revealed that Indian students had a less favorable image of Americans than of Russians and Chinese. Adjectives commonly chosen to describe Americans were "rich," "pleasure loving," "morally lax," "noisy," "friendly," and "happy." Those applied to Russians more often were "hard-working," "brave," "strong," "patriotic," "honest," and "peace loving." Derogatory adjectives were used more often for Americans than Russians.

COMMENT ON METHOD: Many studies the author cited were variously inadequate.

Samples generally were not selected by methods to assure representativeness, a prime requisite for survey data that are to be projected to larger and more meaningful universes or populations. Numbers of cases in some studies were too few for statistical reliability. Some studies were not pursued with a scientist's objectivity, and some were incompetently analyzed.

Many factors reviewed in Dr. Eyal's paper were derived merely from general observations, which probably could have been better made, reported, and discussed by professional educators. Where she referred to survey research, supporting data were thin and of limited statistical trustworthiness for reasons mentioned above. It is only fair to point out, however, that the author herself was aware of these inadequacies of and in the data.

IRI. IND. 110

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CHARACTERISTICS AND PROBLEMS OF INDIAN  
UNIVERSITIES AND THEIR STUDENTS

Lorraine D. Eyde, Ph.D.

June 1961

## PREFACE

This report concentrates on the problems that Indian universities and their student populations presently face. The report aims to provide a description of the university situation for United States Information Service (U.S.I.S.) officers, educators and administrators who may be coming in contact with Indian students for the first time. The Appendix has been devoted to a summary of the impressions and statistical data that investigators have obtained when visiting India's different universities. The universities which are characterized are listed according to their location in the different U.S. Consular Districts of India.

This review should be read in conjunction with John Reid's 12 A Dozen Problems of Indian Higher Education. In his report, Reid has aptly summarized the causes which appear to underlie these problems.

Statistics obtained from previous surveys are quoted whenever possible and opinions cited only when other evidence was unavailable. Since very little statistical ~~xxx~~ evidence exists on this topic, opinions had to be relied upon much more than was desirable. The author's opinions were often based on opinions expressed by 74 ~~xxx~~ Indian graduate students interviewed for her study entitled, The Indian University Student: His Knowledge and Image of the U.S.A. The author

thanks Dr. Frank Dorey, Mr. Blanchard Parsons and Mr. Akhileshwar Nath for their help in formulating some of the ideas presented. Further thanks are extended to Dr. Uttam Prakash and Dr. Alice Palubinskas for their part in reading and commenting on the manuscript.

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INSERT # 1

The contributions that India's scientists and scholars make to their respective fields are at least in part determined by the education these men received in college and also by the encouragement they receive in their present academic environments. Indian universities and colleges are clearly responsible for establishing and maintaining India's intellectual atmosphere. Though a number of Indians continue to be foreign-educated, the majority are educated in Indian universities. Even the foreign-trained generally spend more years at Indian institutions than they do abroad.



The college-educated elite of India merit the special attention of ~~these~~ individuals who wish to understand the dynamics and special problems of present-day India. It is from the ranks of the college-educated that the leaders of India emerge. From these ranks come the intellectuals who speak for India and seek to solve <sup>India's</sup> ~~the~~/myriad problems. ~~Indians~~ The colleges have the responsibility of training individuals who are able to produce scientific results and literary or artistic works that will command the respect of both the Indian people and the world.

Shils, in his review of the status of the Indian intellectual, found that <sup>the intellectual's</sup> ~~his~~/prestige was low and that his life circumstances were often such that major contributions could not be expected from him. The intellectuals who had "a living curiosity and a delight in discovery" were found to be few in number. Major contributions ~~were~~ appeared mainly in <sup>such as mathematics and Sanskrit which are</sup> fields related to the Brahmin scholastic tradition. In general, Shils felt that the scholarly ways of the Brahmins have not easily adapted themselves to the needs of modern India. Shils offered a few possible reasons for this scientific and cultural void. For the most part, the college-educated who might count themselves among the intellectuals, were extremely poor. They were not and could not be book buyers and most lacked ~~even~~ the privacy in their homes or offices generally deemed necessary for concentrated study and thought. From Shils' descriptions it seems that the intellectuals cannot pursue intellectual ways because they must concern themselves with ways of earning.



This money is desperately needed so that  
some of the basic amenities of daily life may be  
made available to their families.

-2

extra money, so that their families may obtain some of the  
necessary for  
barest necessities of daily living.

With the plight of the Indian intellectual in mind, it  
seems appropriate to study the life and problems of those  
in an earlier stage of development--the college students.  
It is of interest to inquire into the family backgrounds of  
the students and to note the special problems faced in the  
institutions of higher education. Attention should be paid  
to <sup>the students'</sup> their opinions and ideas about the present and also the  
future.

#### AND CHARACTERISTICS BACKGROUND OF INDIAN COLLEGE STUDENTS<sup>1</sup>

Most of the details regarding the backgrounds of Indian  
college students lie hidden in the ~~final~~ files of college  
registrars. Few scientific studies have been made of the  
Indian college or university student. Cornack has made the  
most comprehensive study of college students and their  
attitudes. Her conclusions, however, were based on the  
reports of "volunteers" who were allowed to complete their  
questionnaires in their homes or in their dormitories.  
Furthermore, at times her data collection and ~~at~~ analyses  
were quite superficial. Prasad's (1955) study was based on  
a far more representative sample of Indian students. A  
sample, five times larger in size than Cornack's, was drawn  
from ten universities according to their geographic location.  
Arts and science students were selected for the stratified  
sample based on academic class, major field, division of the  
university and sex.

<sup>1</sup>\* Throughout this paper, the terms ~~university~~ "college"  
and "university" students will be used interchangeably, even though  
universities are degree-granting institutions, whereas colleges stand  
~~at~~ are often similar to American junior colleges.

Prasad's(1955) data was collected in 1952 and 1953. He found that four-fifths of his 2,047 respondents were males and that three-fourths of the sample were Hindus and 10% were Muslims. Sixty percent of the students considered themselves to be members of a joint family. Eighty-one percent claimed <sup>membership in</sup> ~~that~~ the middle class. The median monthly income of their parents was Rs.300/-. In a later study of Prasad's(1959) made of a randomly selected sample of nearly one thousand students of Lucknow University and its affiliated colleges, it was found that the majority of students came from families in which the monthly income was not over Rs. 350/-. Most of their families had income between Rs. 200 and Rs. 500/- per month. In this particular study, Prasad found that 13% of the students were married.

Students generally come from urban areas. In his two studies Prasad <sup>(1959; 1955)</sup> found that 60% of the students were from relatively large cities <sup>(1959)</sup> ~~(1955)~~ and that only one-fourth of the respondents came from towns with a population under 2,000 <sup>(1955)</sup> ~~(1959)~~.

#### Personal Attitudes

#### PERSONAL ATTITUDES

The majority of the students continued to place their faith in parental arranged marriages. ~~Majority (32%)~~ However, one-third of Cornsack's students showed their <sup>of</sup> approval ~~for~~ love marriages or marriages based on one's own choice. Thirty-eight percent of Prasad's(1955) respondents further agreed that love marriages are ~~gm~~ usually happier than arranged marriages. But mere approval, of course, will not

eventual  
determine the ~~marriage~~/kind of marriage these students  
enter into. It is very difficult for young people to meet  
socially, even at a co-educational institution. It is common  
for students to have their marriages arranged by their parents  
with the provision that they can reject their parents' choices.  
In Cornack's group, 78% of the students approved of arranged  
marriages <sup>when</sup> with the consent of the members <sup>was</sup> involved. It is  
also interesting that she found that while on the one hand  
249% of the students <sup>were modern in their thinking and</sup> considered it wrong to have a marriage  
dowry, 20% remained traditional in believing that marriage  
horoscopes were a necessity. The educational background of the  
marriage partner was considered to be the major qualification  
for marriage (Prasad, 1955). Eighty-one percent chose education  
to be most important, whereas 50% stated that handsomeness  
was an important qualification. Prasad (1955) has further  
added to our knowledge of Indian ~~marriage arrangements~~ family  
life. He has found that three-fifths of his sample continued  
to believe that the joint family system serves a social function.

Prasad's (1955) findings indicate that students are no  
longer following all of the customs of their families. Fifty-  
five percent of his sample claimed this to be true of their case.  
However, the need for religious beliefs was still felt by  
two-thirds of the students and forty percent did believe in  
the existence of God. Still more students (72%) in his 1959  
study <sup>N</sup> confided to Lucknow University indicated this belief.  
Forty-three percent of the students in his earlier study claimed  
<sup>engaged in</sup> that they ~~performed~~ religious worship or prayed every day.

The students were in favor of a liberalization of religious practices. For example, 67% ~~stated~~ stated that there should be free entry into the religious places of other faiths. Also, 63% indicated that they believed in intermarriage.

Prasad(1955) also inquired into the students' attitudes towards the caste system. He found that 63% of the students thought the caste system had "outlived its usefulness", And 91% idealistically believed that the Indian government "should require all employers to hire people without regard for their caste, creed, color or community".

Kilpatrick & Cantril have investigated the personal goals and fears of both Indian and American college students. They asked 160 Indian and 1,000 American students to describe the best and worst life they could picture for themselves. It was found that both the Indians and Americans placed the desire for a "congenial occupation" and a "harmonious family life" among their three most important goals. The Indians (51% of them) gave the desire to live a life of service to both people and nations as their most frequent response. This was a goal that appeared important only to the Indians. One-fifth of the Americans, on the other hand, showed a <sup>desire</sup> ~~concern~~ for free time for vacations and ~~some~~ leisure time activities. The Americans were far more in agreement in their statement of goals and fears than were the Indians.

#### Vocational Expectations

One of the most disturbing problems that faces the Indian college student is the possibility of unemployment after

graduation. Majumdar and Anand's (1957) data supports the ~~axis~~ <sup>is</sup> notion that ~~their fears~~ <sup>are</sup> not irrational. In 1955 they ~~examined the~~ made a study of students who had received a Master's degree from Lucknow University ~~ix~~ in the years from 1949 to 1953. In a well-designed study, stratified according to faculty (such as Arts, Science, Law, etc.) and sex, 903 students received questionnaires and 40% of these replied. The findings indicated that 20% of the sample was unemployed and that one-third of the class of 1953 was jobless. Furthermore, 31% of those employed were not earning enough money to be self-supporting. If results like this apply to other parts of India, and it seems likely that they do, there is reason to suspect that recent graduates form an anxious and dissatisfied group of people. Such malcontented people may indeed seek to ~~xxxx~~ weaken India's present form of government and way of life.

Ussan Useem & Useem have found it paradoxical that there is a shortage of technical power in India, but that the country, as yet, has not been able to make full use of the trained technical manpower it has. These authors have in fact suggested that it might be useful to define an underdeveloped country as a society that has not developed a way in which to utilize its human resources.

It is not unemployment alone that proves to be a wastage of talent. Useem and Useem have mentioned a study carried out by India's Central and State governments in which it was found that 55% of the students were not employed in the kind of work for which they were trained.



Fortunately for some, not all fields were equally affected by unemployment. In Majumdar & Anand's investigation, the science students were most successful in getting jobs and the commerce students least successful. Half of the students were so fortunate as to obtain a job within three months after leaving the university. *50% of the commerce students did so after a whole year.*

By inquiring into the reasons that Indian students gave for attending college, it <sup>became</sup> ~~became~~ evident that in some ways their motives differ from their American counterparts. For example, Majumdar & Anand noted that 50% of the students questioned said that their main reason for attending the university was to get preparation for <sup>necessary</sup> ~~getting into~~ the government service <sup>work</sup> ~~work~~. Cornack's data further supported the students' preference: 50% of her sample attributed the highest occupational prestige to Indian Administrative and Government Services; whereas physicians and engineers followed next in rank order.

But when it came to describing preferred places of work, only 11% of Prasad's (1955) sample preferred a government or military setting. About one-fourth said they preferred an educational institution and a similar proportion would choose a business firm or a professional practice.

Fifty-nine percent of his students expected to earn from Rs. 100/- to Rs. 300/- per month during their first year of work upon completion of their studies. The students said that they would be willing to take low pay in order to have either high job prestige or job security. Also they claimed they

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would like to work for a fair-dealing person even though  
their salary might be moderate. They at least verbally  
recognized the value of manual work. Of the sample, 80%  
claimed that a "manual laborer is worth as much to our  
(Indian) society as an office clerk".

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Sources of Information  
~~Source of Information~~

Hollywood movies are the major source of information that Indian students make use of when learning about the U.S.A. Eighty-four percent of the students studied by Gornack said that their contact with the Western culture came through movies. Balasundaram described similar findings. Eighty percent of the ~~instantaneous~~ respondents to his questionnaire study replied that their impressions of the U.S.A. had been *formed partly through* ~~obtained from~~ Hollywood movies. Of those who had seen ~~these~~ films, only 15% said they had been unfavorably impressed by them. However, it must be kept in mind, that Balasundaram's sample, though made up of 600 undergraduate students, was limited in its representativeness. Despite the fact that 25 universities were involved in the study, 56% of the sample came from the Madras Consular area. Students from the Madras area are believed to be more pro-American than those from other areas of India. Their membership in the Communist party has been found to be extremely low for a student population (Prasad, 1955). Nevertheless it is further noted that 69% of his sample had seen documentary ~~film~~ films about America. Of these, very few (only 4%) has been unfavorably impressed by them.

Movie attendance is a favorite recreational activity of Indian students. Seventy percent of the students questioned at Lucknow University went to the movies at least once a ~~week~~ week (Prasad, 1959). The majority of these preferred Indian to foreign films. In a nation-wide study it was found that family



income was related to ~~movie~~ movie-going habits (Prasad, 1955). Of the students from lower income families, 15% attended movies at least once a week, whereas 25% of those from higher income families did so.

Balasunderam found that 75% of his sample claimed that they had read articles about America. However, Prasad (1955) notes that American magazines were not widely read. The following magazines, listed in order of popularity, made up their favorite reading materials: Illustrated Weekly (23%); Blitz (10%); Reader's Digest (9%); and Life (1%). Four-fifths of his group said they read daily papers.

Balasunderam found that 50% of the respondents to his study had received impressions about the U.S.A. through the Voice of America. On the other hand, Useem and Useem noted that only 7% of the 110 foreign-educated Indians they interviewed paid any attention to the ~~Voice~~ Voice of America. Prasad (1955) found that radio listening was also associated with ~~in~~ parental income. About two-fifths of the students whose families earned Rs. 300/- and under per month listened to the radio almost daily; but three-fifths of the students from higher income brackets listened to the radio. It is furthermore interesting to note that students who called themselves ~~some~~ Communists relied on the same sources of information <sup>to the same extent</sup> as did other students (Bower).

Cormack analyzed her data dealing with the students' contact with Western ideas separately for men and women. From this analysis it became <sup>p</sup>arent that the women were far less in contact with Western ideas than were the men. The students were

asked to state the sources of their contact with the Western culture. These are the sex differences that were found:

	Men	Women
Movies	93.6%	69.4%
Books & magazines	99.6%	20.0%
U.S.I.S.	33.8%	18.2%

Further data show that the women were less influenced by the Western culture on matters of dress and political ideas. However, they were somewhat more influenced by the West in their ideas on marriage and on matters concerning food and drink than were the men.

#### Political Attitudes

A number of investigators have asked the students to state the most important issues facing India at present. These are

the replies that Prasad's (1955) students gave:

- 62% checked growing more food
- 46% said banishing unemployment
- 46% stated the need to liquidate illiteracy
- 35% suggested abolishing corruption in the government

One-fifth of Balasunderam's group noted that India's standard of living and its health problems were among the foremost issues. In addition to these issues, 14% of Cormack's sample was concerned with the overpopulation problem facing India.

However, in studying the same sample used in Prasad's 1955 study, analyzed the backgrounds and opinions of pro-Communist students as compared with non-Communists. His data were collected in 1952 and 1953, 10 months after a general election had been held <sup>in India,</sup> In this election the Communists

obtained 5% of the seats in the Lower House of the People. The Communists became the Opposition Party because no other party had obtained more than 5% of the seats in the Lower House. Bower found evidence to support the notion that the Indian Communist party was a party of young intellectuals: 21% of the students in his sample showed a preference for the Communist party. A majority (48%) however, supported the Congress Party and 13% were for the Praja-Socialist Party. The findings of other studies, based on less representative samples of students, however, were not in agreement with Bower's data. While on the one hand Balasundaram found that 12% of his respondents said they preferred the Indian Congress party, only 7% chose the Communist Party. But it should be recalled that 39% of his respondents did not reply to this question. Cormack found that a similar minority (5%) of her students sample supported the Communist party. It is difficult to ascertain whether these differences in the preference for the Communist party can be attributed to sample differences or to the different times at which the various surveys were conducted. Bower's study preceded the other studies by at least five years. During those years the students may have shifted their political preferences away from the Communist party.

It is worthwhile to examine the differences that Bower found between pro-Communists and other students. The pro-Communists are predominantly men (87%). Only half of the pro-Communists felt the need for some religious faith, whereas three-fourths of the

of the others did. Four~~at~~<sup>ten</sup>ths of the students who favored Communists said that they valued religion less since they came to college; on the other hand, 28% of the support<sup>ors</sup> of the Congress Party had actually learned to value religion more since attending college.

Again differences~~ex~~ appear<sup>ed</sup> between the student groups in regard to following family customs. Sixty~~eight~~ percent of the pro- Communists and 49% of the Congress Party supporters claimed they had broken away from family customs. The pro- Communists appear more liberal in their ideas concerning marriage and divorce. Seventy-five percent of them felt that intermarriage should be encouraged; 61% of the Congress Party supporters thought this should be done. Seventy percent of the pro-Communists felt that divorce should be allowed among all Hindu castes, whereas 52% of the Congress Party supporters thought that this should be allowed. The pro- Communists did not appear to be identified with the working class. They had vocational goals similar to the others.

These two groups of students did not differ greatly in their ideas on national issues. Bigger differences appeared on international issues. Only 12% of those in favor of the Congress Party disapproved of India's "dynamic neutrality" policy; nearly half of the pro- Communists disapproved. The U.N. was in general~~ly~~ found to be ineffective. Only 22% of the pro- Communists had found it effective and 39% of the supporters of the Congress Party thought so.

Bower felt that these pro-Communist students were not too closely identified with the Soviet brand of Communism. Of these students, 62% said that they would prefer an alliance with an Independent Asian Bloc in preference to other possible alliances. Eighty-three percent of those <sup>who</sup> ~~that~~ preferred the Congress Party also chose this bloc. Very few students preferred an Anglo-American bloc.

Attitudes towards the U.S.A. & U.S.S.R.

Balasundaram asked students to state their impressions of American and Russia. When asked about America, 26% reacted favorably to its high standard of living and technical advancement. Twenty percent stated no favorable opinion while 13% referred to U.S. economic assistance to underdeveloped countries. Thirty-four percent did not state a negative opinion. Thirteen percent reacted unfavorably to America's foreign policy. Another 12% did not like America's attitude on the continuation of nuclear tests. When questioned about Russia, 31% reacted favorably to the the launching of the first satellite and to the country's scientific progress. One-fifth of the students did not give ~~such~~ favorable opinion of Russia, just as they did not do so for America. Ten percent did favor the Russian policy on the admission of Red China into the United Nations. Approximately one-third did not give an unfavorable opinion. Twenty-four percent did ~~react~~ unfavorably to the Soviet's regimental domestic policy on matters such as the suppression of the freedom of Russia's people and the secret police system. Another 12%



reacted particularly against the Soviet's regimented system of government. More students reacted favorably towards Eisenhower (84%) than ~~himself~~ towards Khrushchev (50%).

When asked to state the countries best suited to assist India with her problems, the U.S.A. lead the list on all the assistance areas. Except for the areas of illiteracy and health, Russia was assigned second place. In these two above mentioned areas, Great Britain was chosen as second best qualified. America was considered to be highly qualified as a consultant on matters relating to standard of living and health. For example, 56% thought the U.S.A. to be best qualified for the former area, whereas only 12% thought ~~that~~ U.S.S.R. as. However, on matters of industrialization the two countries were about equally preferred (34% chose U.S.A., whereas 31% chose U.S.S.R.) .

Nearly all the students wanted to go abroad. Fifty percent ~~of~~ said that they wanted to go to the U.S.; 16% gave Russia as their first choice, whereas 15% wanted to go to Great Britain. Twenty-six percent gave as their main reason for going to the U.S.A. their desire to "learn about the country's development, physical, industrial and scientific, its government policy (and) its administration." A large proportion (44%) of the students who wanted to go to Russia gave the same reason.

~~A similar proportion of students had read about Russia as had~~  
~~the number of students who had read about either Russia or~~  
~~about America (71% and 76% respectively). Of these students, 26%~~  
America was about the same as  
of those who had read about Russia were unfavorably impressed as compared with 12% for those who had read about the U.S.A.

Balasunderam asked his respondents whether America and Russia were doing what they could to maintain world peace. Twenty-eight percent said the U.S.A. was doing so, whereas 24% stated no opinion. These proportions were the same for the Russians. Thirty-three percent of those who gave a negative reply to the question about America did so because of her failure to stop nuclear tests and stop the manufacture of nuclear weapons. Twenty-seven percent gave this reason for Russia's failure to maintain world peace. Twenty-one percent criticized the U.S.A. for her "dangerous or uncompromising" foreign policy on matters such as interference in the internal affairs of other countries. Twenty-five percent were critical of Russia's foreign policy, especially on questions dealing with Hungary and her use of the veto in the U.N.

#### Images of the U.S.A. and U.S.S.R.

Three studies have provided information about the images that Indian students hold of the U.S.A. The images projected in these investigations are not favorable ones. In fact, the images of the U.S.A. are certainly less favorable than those portrayed of Communist China and the U.S.S.R. However, circumstances have perhaps changed since the time the studies were conducted.

In 1954 Pool & Prasad had 244 university students in M.P. State give their responses to a sentence completion test dealing with different countries. In response to the sentence "The Americans have good reasons to feel that ...", 64% of the students attributed wealth or power to the U.S.A. Only one

respondent said that America was a peaceful nation. In reply to this sentence "From what I have heard of the people of America...", one-fourth said they are rich, whereas one-seventh suggested progressiveness, industriousness or hard working as American traits. Another one-third portrayed Americans as "... a people who are happy, gay, friendly, cheerful, lax in morals, happy-go-lucky, noisy, pleasure loving and childish" (p. 299). The Americans are not pictured as having to work hard for their wealth. They picture Americans enjoying the "life of consumption" but <sup>the students failed to</sup> less frequently they <sup>low must</sup> realize the hard work <sup>is required to maintain this level of consumption</sup> this wealth has required. The findings of Kilpatrick and Centril, it will be ~~must~~ recalled, indicated that American college students, in contrast with Indians, considered it important to have vacations and leisure time. The Russian image as noted by Pool and Prasad was far more favorable. The Russian as a person was described as being "... a solid citizen with all the Puritan virtues: Hard-working, brave, strong, patriotic, honest; also progressive and peace loving" (p. 303).

questioned

From 1954 to 1956 Coelho/~~xxxxxx~~60 Indian students studying in the U.S.A. The students' image of America could be inferred from imagined talks they prepared on the topic of Indo-American relations. Coelho found these students attributed a larger number of heterogeneous and specific traits to Americans than to Indians. It appeared easier for these students to stereotype



people they did not know too well. Coelho concluded that Americans were perceived as having an aggressive value orientation, i.e., they stressed outgoing action such as friendliness. They Indians were described as having "inward" traits; they described themselves as being "peaceful".

Sometime prior to 1958, Rath and Das had 200 Indian respondents check off ~~applicable~~ applicable attributes of Americans, Indians, Chinese and Russians. One hundred college students and 100 "service holders" ~~or~~ (employed Indians) from Orissa were included in the study. The responses of these two groups were found to be quite similar. It is clear that the findings of this study are dated. The study must have been conducted before the Chinese border violations since the descriptions of the Chinese consisted of nothing but praise. Furthermore, the descriptions of Americans were more critical than one might expect to find in early 1961. For example, in the Rath & Das study, 43% described the Americans as war mongers. Ten derogatory terms were chosen by at least 20% of the respondents in their descriptions of Americans. These included such terms as: diplomatic, egoistic, crooked, showy, militaristic and opportunistic. Only the British were similarly treated.

The Russians fared substantially better than the Americans and British. Only two derogatory terms were applied to the Russians by at least 20% of the sample: diplomatic and militaristic. Indeed, one-half or more of the respondents described them as

industrious, dutiful and idealistic. In fact, 27.5% called ~~them~~ them peace-loving.

In contrast to the findings of Pool and Prasad, 50% described the Americans as being industrious. But a still larger proportion attributed this trait ~~to the~~ <sup>to the</sup> ~~many~~/Russians(59%). Perhaps the people of Orissa are more pro-Russian than they are in other areas. They may have been influenced by the <sup>many</sup> pro-Communists of Calcutta.

Coelho, in his study of Indians in America, was interested in their image of America as it related to the length of their stay in U.S.A. He interviewed students soon after they had arrived in America. The students in the others groups were studying at either Harvard University or Massachusetts Institute of Technology. The students who had been in America for less than a week were idealistic, zealous and liked Americans. Students who had been in the U.S.A. for 3 to 9 months were disillusioned. These students found Americans ignorant of India. They were critical of American materialism, militarism, mass media and democracy. Bitterness and hostility appeared at this stage. They became ambivalent about characteristics of the <sup>h</sup>homeland, India, and perhaps because of this became defensive in regard to America. It must be kept in mind that ~~that~~ <sup>Coelho's</sup> total sample was rather small, and therefore the number of cases in each of these time categories is smaller yet. These differences <sup>noted by Coelho</sup> may be due to change and may not be statistically significant.

Students who had been in America 18 to 36 months became somewhat less critical <sup>of America</sup>. They discovered that Americans were not all alike and that they could appreciate some of them and

criticize others. After 4 years in America, students found themselves losing touch with India. More emphasis was being placed on personal inter-cultural experiences rather than on international issues. One-half of the students in this group were planning to live permanently in the U.S.A. Some were thinking about marrying American girls. Coelho concluded that the optimum duration of stay in the U.S.A. should be three years. He felt that ~~it~~ the length of stay should not be less than one year, but no more than three years.

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## PROBLEMS THE UNIVERSITIES FACE

The university setting in which the young Indian student finds himself is filled with shortcomings. The halls of Calcutta University are dark and ~~smelly~~ <sup>uninviting</sup> and Lucknow's domes <sup>and rooms</sup> are covered with sed and mold. The libraries have many restrictive regulations and frequently books and journals cannot be found. Many college teachers are often crowded into one office where they cannot be easily consulted.

In many ways the problems of Indian universities are also the problems of American universities. The physical plant is never adequate enough for the enrolment. Both the quality of the students and the teaching standards are frequently subjected to criticism. ~~IN MANY WAYS THE AMERICAN UNIVERSITIES ARE SIMILAR, BUT HOWEVER, IN GENERAL, IT IS CLEAR THAT~~ Indian universities are considerably worse off than are the American ones. ~~WHILE IT IS TRUE THAT THESE COUNTRIES THE ACADEMIC INSTITUTIONS OF THESE COUNTRIES HAVE COMMON PROBLEMS, IT IS OBVIOUS THAT~~ the Indian universities are far worse off. The major problem, of course, appears to be financial in nature. The ~~degree-granting~~ <sup>colleges</sup> universities, which are all government administered through the government, <sup>in one way or another</sup> must depend ~~on~~ <sup>even</sup> on the legislature for ~~support~~ <sup>their</sup> support. ~~These appropriations are actually slow in being made. For example, five months after the request had been made to reconstruct the main road and entrance to the university. Nor had the foundation of the student union building been reconstructed.~~

Alumni contributions and endowments which strengthen the financial finances of American academic institutions are practically non-existent in India.

Indian universities have ~~inherited~~ inherited some problems that American institutions have been able to escape. Indian universities have to cope with attempts of political control of their internal policies. They must justify or change their external examination system. They are faced with finding ways of understanding and controlling student indiscipline. And furthermore, they must learn to deal with their multi-lingual students who are often not prepared to communicate in English, the lingua franca of Indian Universities. The status of each university depends upon the success its faculty ~~and~~ members and administrators have in ~~not~~ handling such situations.

Outsiders are quick to note the inadequacies of Indian ~~university~~ campuses. Indian students, are not, however, as depressed over these unsatisfactory conditions as it might seem. In their homes, as in their earlier ~~university~~ schooling they have been accustomed to poorer equipment, <sup>than have Americans,</sup> fewer amenities. They have lived and studied in crowded quarters. They certainly are not *likely to be* as critical of conditions as the outsiders are; nevertheless, as can be seen from their student indiscipline activities, they are not entirely satisfied.

#### Physical Plant

In India, as in America, improvements in the physical plants of the educational institutions have not been made as fast as they have been needed. Lucknow University, for example,

**INSERT # 2**

<sup>2</sup>Student indiscipline is a term used to describe the student unrest that has appeared in Indian universities and colleges since her independence. Indiscipline usually takes the form of ~~xxx~~ mass demonstrations. By means of these demonstrations the students indicate their criticism of certain university officials.



was established as a residential campus with the provision that the majority of the students live in university dormitories. However, as more and more students entered the university, additional dormitories did not appear. Vice-Chancellor Sidhanti of Delhi University, has noted that the residential character of Lucknow University has disappeared and that the provision of additional teachers, classrooms, sports facilities and dormitories has not kept pace with changes in the enrolment.

Chanchal Sarkar, a journalist for the STATSMAN newspaper, conducted a survey on the topic of student ~~indiscipline~~ <sup>See insert #2 for the first note</sup> at ten Indian universities and observed that indiscipline or student unrest may be related to the residential nature of the university. For example, he noted that there was hardly any unrest at Madras Christian College where half of the students and 70% of the staff lived on the campus.

### Admissions Standards

Sarkar also observed that at this same college relatively high admissions standards were applied to students desiring to join the college. This is not the case at many universities. A large number of students of low scholastic aptitude and achievement <sup>are</sup> ~~should never have been admitted to an~~ institutions of higher education. Fortunately, some faculties and departments within a university often require that ~~their~~ students meet their selection standards prior to admission. Science and medical students are usually among the most highly selected students. Sarkar noted that these superior students have little to do with student indiscipline. He found that Lucknow University's medical students were attending classes when the university was closed down on account of student indiscipline activities. He

relatively high

noted that law students, but not science students, took an ~~active~~ active interest in the Student Union activities often associated with ~~their~~ indiscipline.

The students' reasons for attending the university were often not as academic as the faculty might have wished. Cormack found that 58% of her sample stated that they were attending college because "education leads to the best jobs". Moreover, more than one-third of the women replied that by having a higher education they improved their marriage opportunities. Some of Cormack's women said that education could be looked upon as being a kind of dowry. American students have similar motives for attending college; but it is generally believed that those particular motives are far more prevalent in India. Unfortunately, too many Indian students believe that college degrees assure job success and security.

### Position of the Teachers

Both American and Indian college teachers are in occupations that are rated as standing relatively high in prestige but low in income. The teachers' satisfactions usually must come from the pleasures of being inspiring teachers, watching students grow in knowledge and from the reading and scholarly research they do. However, it appears that these satisfactions ~~enjoyed~~ enjoyed by many American college teachers are not readily available to Indian teachers. The Indians cannot freely establish their course outline and add a unique twist to their presentation of subject matter: they must adhere to the prescribed syllabus. Traditional formalities between students and teachers, keep teachers from befriending their students. Furthermore,



time for reading and research is limited because of the pressure of other activities. Shils has noted that teachers carry ~~an~~ extremely heavy teaching loads; they teach 12 to 26 ~~xxx~~ periods per week. Teachers take on many other duties because their salaries are too low to maintain their immediate and family. ~~xxx~~ Often it is also ~~xxxxxxxxxx~~ necessary for them to support members of their joint family. Up until recently the full professor's <sup>started at</sup> salary ~~was~~ about Rs. 800/- per month (approximately \$169.00). In the winter of 1961, salary increases were announced for the 4 universities administered by the Central government. Hopefully, the State governments will follow this lead. However, even with salary increases of Rs. 100/- or so a month, faculty members will continue to find it necessary to seek outside work. Little statistical evidence is available on the teachers' extra jobs. A favorite job involves giving examinations at other universities. This extra work is usually carried out during examination or vacation periods and some feel that it does not interfere with their regular teaching. However, this work does take time away from any scholarly activities that might otherwise be pursued at that time. Others take on tutorial work for extra pay. It is furthermore claimed that some teachers succumb to the pressures of students and their families and accept bribes (Corneack). Some teachers write "notes" or course outlines in order to earn additional rupees.

3 Normally there is only one full professor for each department in Indian universities.

Sarker ~~in the Statesman Survey~~ concluded from the Statesman Survey that existing conditions force the teacher into a pessimistic state of mind. There is little job security and promotions are often based on political friendships rather than on competence. It is said that some of the Vice-Chancellors are appointed because of their political affiliations rather than their academic competence. Since promotions appear to be based on such non-academic considerations, some teachers ~~may~~ hesitate making decisions of their own for fear of alienating someone. This hesitency became evident to the author when she tried to contact students for participation in an interview study. The faculty members who were consulted refused to be of any assistance to her until the permission of the Vice-chancellor and the various Deans had been secured.

### Early Specialization

Another shortcoming of the Indian educational system is its imposition of early specialization upon the students. In early adolescence students must choose between an arts or a science course of study. In later years it is difficult for students to shift from one curriculum to another. Because of this early specialization, even graduates with Ph.D.'s appear narrowly educated. Since the students' parents are likely to have had less education than <sup>their children</sup> ~~the children~~, parents cannot be expected to teach their children what the schools have failed to give them.

It has been recommended that General Education courses be gradually added to the curriculum. Reid has summarized the problems which such ~~an addition~~ an addition would create.

Appropriate staff and texts are not available. Discussion groups, generally considered necessary for such a course, might not be ~~be~~ made use of ~~because~~ they have thus far not been integrated into the education system. Also it is questionable whether the extremely busy teachers are ready to take on this extra work. However, attempts are being made to introduce these courses. Sarkar claimed that General Education has been successfully introduced into the curriculum at Baroda University.

### Socioeconomic Background PROBLEMS THE STUDENTS FACE

Recent changes in the socioeconomic background ~~of the~~ of the student population may account for the inadequate preparation and non-intellectual motivation of many students. Cormack has guessed that 60% of today's university students could not have been in college 15 to 20 years ago. Students from lower socioeconomic classes are now attending college. Many of these students come from homes in which ~~learning is~~ <sup>college degrees but not necessarily knowledge</sup> ~~are valued.~~ ~~not considered to be important.~~ Perhaps as many as 10% of the students have one parent who is illiterate. Similar, but hardly such drastic changes have been occurring in American universities. Perhaps ~~that~~ it should be no surprise to find that a large proportion of students lack opinions. Balasunderam's data show that sometimes one-third of the students questioned stated no opinion in reply to his questionnaire items. For example, 39% of the student did not state their preference for a particular Indian political party. These results may be due to the fact that half of his sample was made up of young first year

*their failure to respond to the*  
 year students. Furthermore, ~~their response to the opinion~~  
 items may have been a reflection of ~~a~~ a negative attitude  
 towards the study.

Immaturity

Cormack and others have found students to be rather  
 immature. ~~Summing~~ Before coming to the university, few of  
 the students ~~summing~~ coming from a joint family environment  
 have had opportunities to make independent decisions. Besides  
 the fact that they are likely to be dependent because their  
 elders have made most of their decisions for them, these students  
 are chronologically much younger than American college students.  
 The Indian students often act like young adolescents. *Some of the students*  
*act silly and* ~~The men~~  
 giggle in the presence of women and at other times, such as  
 in student indiscipline involvements, *they* show an adolescent desire  
 to overthrow authority.

These students are greatly in need of guidance in making  
 their vocational and education decisions. Many have parents  
 who have not had even the benefits of a secondary education; thus  
~~summing~~ parents cannot be of much help to the student  
 who does not know whether to become a physician or a mathematics  
 teacher. The students require the aid of professional counselor  
 of which ~~a~~ there are few in India. The government Employment  
 Exchanges have begun to open offices on the campuses. One is  
 already in existence at Benares Hindu University and there are  
 plans for ~~summing~~ opening a branch at Lucknow University.  
 Their small staff of counselors, *who have* ~~which~~ had little professional  
 training by American standards, is hardly ready to meet the  
 present need for this service.



## 29- Indiscipline

The problem of student indiscipline or student unrest, deserves some comment. It is a concern that has been vexing Indian educators in recent years. The origins and solutions for the problem seem quite complex. Most writers on the topic realize that there is no one underlying cause and that the unrest has resulted from the interaction of a number of problems. Cornack has summarized the causes of indiscipline mentioned by the World Brotherhood All-India Committee that met in Bombay. The Committee has postulated that <sup>this</sup> gamut of problems and situations faced by the students are related to indiscipline:

- (1) too much ~~free~~ leisure time; (2) political participation; (3) sex problems; (4) poor student-teacher relationships; (5) lack of facilities for representation of complaints; (6) inadequately handled student misbehavior; (7) anxiety over examinations; (8) student frustrations (anxieties, separation from friends or family, unsatisfied ambitions, financial difficulties); (9) emotional immaturity.

Sarkar was in full agreement with the first problem enumerated. <sup>Prasad (1959) found that about 10% of the University students in question had not studied at all during their first term in school.</sup> He found that most arts students have only three

50 minute lectures a day and then have little else to do all day. Sarkar also felt that the students have not found appropriate ways of using their time and energies. The principals of colleges in Madras and Hyderabad said that students were not interested in actual participation in sports and organized games. They said the students preferred "passive entertainment" such as films, dance performances and variety shows.

Cornack herself added a further possible cause to the Bombay Committee's list. She speculated that student indiscipline was

a reflection of the students' antiauthority feelings. The students who resent the authority of their parents are unable to express these feelings openly and instead express their resentment by aggressively reacting to the authority of university officials. She suggested that students be allowed to utilize constructive ways of expressing their opinions. For example, she mentioned that <sup>they might be enabled to</sup> channel their complaints through a functioning Student Government organization or through a student newspaper, such as is commonly done in U.S.A. The students' appraisals of their teachers might be objectively evaluated from ratings ~~which~~ the students could make of their teachers' performances. Such ratings are sometimes made by American students of their professors.

Cormack's students were asked to state their objections to the education they have thus far received in college. From the list below it can easily be seen that Indian students are prone to be as critical of their prevailing educational system and facilities as are Americans. Items 1, 6 and 9 are of course, ~~which~~ complaints that apply to Indians and not to Americans; other items apply to Americans in one degree or another. The following percentage of students raised ~~which~~ complaints about these aspects of university life:

- 1) external examination system (47%)
- 2) not enough choice in selecting courses (32%)
- 3) studying too hard (30%)
- 4) the "aloofness" of my professors (29%)
- 5) not being allowed to express my own ideas freely (29%)
- 6) not being allowed to talk to members of the opposite sex (28%)
- 7) dormitory food and accommodations (20%)
- 8) the subjection of women staff and students (16%)
- 9) having higher education in English (11%)

## External Examination System

which has been adopted from the British system of education

The external examination system has been subjected to much criticism by both educators and students. It is an examination system that assumes that high academic standards can ~~only~~ be maintained <sup>only</sup> if examinations are directed by authorities outside of the immediate college setting. The approach is similar to that <sup>used in</sup> of the New York State Regents Examinations for high school students. But the Indian system is quite different in that the "external" examination grade is often the only grade given in a course. That means that students are evaluated on the basis of just a few examinations. Such a system encourages students to do considerable studying just before the examination and hence rely heavily upon ~~max~~ memorization. The system ~~excludes~~ the teachers from an important phase of the teaching process, i.e., the personal evaluation of the students. Furthermore, it encourages both the teacher and the student to concentrate solely on subject matter listed in the syllabus. The students in Prasad's (1959) sample, aware of some of these ~~probable~~ consequences, gave these reasons for discontinuing the present system: (1) examination is not the sure test of one's ability; (2) no credit is given for regular work throughout the year; and (3) chance plays heavily.

## Dissatisfaction with Teachers

Students have been found to be dissatisfied with their teachers. Some claim that their teachers are not in command of their subject matter. Perhaps ~~xxx~~ these students are idealistic and expect too much of the teachers.

Also they may not recognize the over-worked position of the teachers. It is entirely likely, however, that a number of teachers may really lack competency. Their appointments as teachers may not have rested solely on their competency.

Many students envy the friendly student-teacher relationships found in America. Indian college teachers seem rather aloof and <sup>very</sup> not too close to their students. Certain traditional formalities force the teacher into a <sup>rather</sup> more formal role. For example, students must stand up the moment their teacher or a person of high status enters the classroom. Another contributing factor is ~~the high proportion of students to~~ the high student-teacher ratio which is much higher than in most American colleges. Even when tutorial groups meet, the number of attending students is quite <sup>large</sup> high. Even though this is true, Sarkar has found that tutorials are a welcome improvement at some universities. They are of value because they are being introduced as an additional way to evaluate students. Sarkar was told that ~~tutorials~~ tutorials comprise 30% of the marks at Baroda University and 20% of the grades at Omania University.

Presence of Co-eds

Since more and more women are now ~~beginning~~ beginning to attend college, there is concern, especially among the men, over ~~ways~~ finding ways of meeting and dealing with young women. Though many coeducational institutions are in operation, there is still considerable segregation of the sexes. In classrooms and at club meetings women generally seat themselves on one side of the room. Since it is not yet <sup>generally</sup> customary for college-ed men to meet socially with women, the men are often at a loss as to how to



behave when they do meet with them. Some observers feel that because the students have not acquired these social skills they compensate by engaging in rowdy behavior which sometimes results in indiscipline. Indian college students are now ~~more~~ aware of <sup>this</sup> ~~a new~~ problem that has long caused American students ~~an~~ some anxiety.

### Language Problems

Most educators and authors agree that in recent years the standard of English usage has <sup>deteriorated</sup> ~~declined~~ and that this language is not longer well understood by young college students. First year students become frustrated because they cannot understand their lectures. Prasad(1959) found that the majority of the students, however, continued to favor English as the medium of instruction at universities. The graduate students seemed to favor the use of English more than did the undergraduates. In Cormack's sample, a sizable number(42%) indicated that they thought English should be India's national language, whereas 56% chose Hindi.

### Financial Issues and Unemployment

Students often state that financial problems are constantly on their minds. Prasad(1959) found that the average expenditure of students at Lucknow University was approximately Rs. 70/- each month, excluding room rent and tuition fees. Parents earning Rs. 350/- or less must have considerable difficulty in meeting such expenses. Some students, though in the minority, have some form of scholarship. Seventeen percent of Lucknow's students have obtained fee concessions and 6% have scholarships. Another 12% took on part-time jobs, working either as tutors or in <sup>another</sup> ~~a service~~ capacity.

~~XXXX~~ Cornack favored the part-time employment of college students. Work, for example, might ~~lx~~ help occupy students and keep them from becoming bored. Part-time employment has generally been found to have a salutary effect on students attending American colleges. The working students ~~XXXX~~ on the average obtain grades as good if not better than <sup>do</sup> the non-working students. However, part-time work for students in India, is not really a solution to their financial problems. India has far too much manpower; thus ~~XXXX~~ lower level jobs are very poorly paid. From part-time jobs they cannot earn enough to support themselves; besides, their employment would decrease the employment opportunities of other workers. The whole problem of employment <sup>both</sup> either while in school or afterwards arouses anxiety in students. Until the students are confronted with better employment opportunities, they will always question the meaning and value of their education.

#### SUMMARY

#### and CONCLUSIONS

This paper has attempted to review the background characteristics and the problems of Indian college students. The students were found to be mostly men of the Hindu faith ~~and~~ with parents who earned on the average around Rs. 300/- in 1952-1953. The students came predominantly from large cities. The students were found to be more liberal in their thinking about the caste system, marriage, religious and family customs.

Unemployment was found to be wide-spread among college graduates. The Commerce students were least likely to be employed, whereas the science graduates were more likely to have jobs. A

preference continued to be shown for employment in the Indian Government and Administrative Services.

Movies provided the students with much of their information about America. Students from high income families were more likely to attend movies and listen to the radio frequently. Men appeared to be more in contact with Western ~~ideas and sources of information~~ ideas and sources of information than were the women.

Male students were more likely to show a preference for the Communist Party than were other Indian voters. The pro- Communist students deemphasized religion and were more equalitarian in their ideas about intermarriage and divorce than the others. The supporters of the Communist Party were more critical of India's policy of "dynamic neutrality" and the U.N. than the others.

A large number of students wanted to study in America. <sup>The</sup> ~~A group of~~ <sup>a</sup> students studied held <sup>a</sup> more favorable image of Russia than of America. Americans were viewed as being less hard working than the Russians. *One group considered Americans to be warmongers.*

The problems of Indian universities were summarized. While American and Indian academic institutions have many problems in common, the Indian institutions were in general worse off. The Indian institutions do not have adequate physical plant facilities, and do not limit their enrolment to the most able students. Indian teachers are poorly paid, over-worked and are less likely to obtain the ~~most~~ satisfactions that come from teaching than do American professors.

More of India's students are now coming from the lower socioeconomic classes. Many are immature and require the guidance of professional counselors. Many students show their dissatisfactions



by participating in student indiscipline activities aimed against university ~~and~~ authorities. The students are not satisfied with their teachers or with the external examination system. The men are concerned about meeting and dealing with the opposite sex. ~~Furthermore~~ A further problem is that the quality of spoken and written English is deteriorating. Many students have ~~also~~ been found to be concerned about financial matters and unemployment.

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